

LEATHER *and* SHOES

The International Shoe and Leather Weekly





Style and Comfort

Perfectly Paired

**...that's why Gallun's Norwegian Calf
is the leather that sells your shoes**

CUSTOM bootmakers really appreciate the inherent beauty of Norwegian Calf. They know its rich, deep colors and distinctive grain give this aristocratic leather a striking masculine appeal. They know, too, that their craftsmanship is further enhanced by the effects of clean punching and pinking.

Like all Gallun vegetable tannages, this handsome leather offers

much more than superb appearance. It offers satisfying comfort, too — comfort that lasts throughout the life of the shoe, despite repeated wettings and dryings.

You are proud to sell shoes made of this outstanding tannage favored by custom bootmakers everywhere. Your customers are proud to wear them, too. Let this pride build an exceptionally profitable sales volume for you. Check the Gallun numbers in your orders to leading manufacturers. *A. F. Gallun & Sons Corporation, Tanners, Milwaukee, Wisconsin*



Norwegian Calf
boarded grain

OTHER FAMOUS GALLUN TANNAGES

Normandie Calf
boarded, glazed



Cretan Calf
smooth, but not glazed

LEATHER and SHOES

ESTABLISHED 1890

Vol. 123

March 15, 1952

No. 11

FEATURES

- RAWSTOCK REPORT, By Edward L. Drew 10
- SHOEMANSHIP WILL BUILD SALES, By Ward Melville 8

THE NEWS

- LEATHER SHOW STIMULATES BUYING
- ARNALL SAYS SHOE PRICE STRUCTURE "NORMAL"
- NEW BROCKTON PACT SETTLED
- BRANNAN WARNS OF CATTLE EMERGENCY

DEPARTMENTS

- | | | | | | |
|------------|----|-------------------|----|--------------------|-----------|
| Editorial | 4 | News | 14 | News Quicks | 35 |
| Stylescope | 6 | Leather Markets | 25 | Deaths | 20 and 42 |
| News X-Ray | 13 | Tanning Materials | 29 | Advertisers' Index | 42 |
| | | Hides and Skins | 30 | | |

PUBLISHER

Elmer J. Rumpf

EDITOR AND ASST PUBLISHER

William A. Rossi

NEWS AND MARKET EDITOR

Irving B. Roberts

EDITORIAL RESEARCH DIRECTOR

James Malone

FASHION EDITOR

Rosalie Marzbanian

WASHINGTON EDITOR

Joseph B. Huttlinger

PRODUCTION MANAGER

Paul C. Tedford

CIRCULATION MANAGER

June Mason

HEADQUARTERS

THE RUMPF PUBLISHING CO.
300 W. ADAMS ST., CHICAGO 6, ILL.
PHONE—CENTRAL 6-9353

EDITORIAL OFFICE

10 HIGH ST., BOSTON 10, MASS.
PHONE—LIBERTY 2-4652

OFFICERS

President: Elmer J. Rumpf; Vice
Presidents: C. E. Belding, F. G.
Moynahan, W. A. Rossi; Secretary,
L. C. Bedford.

BRANCH OFFICES

BOSTON 10, MASS.—Frederick G.
Moynahan, George G. Dunning, 10
High St., Liberty 2-4652 • NEW
YORK 7, N. Y.—Cardwell E. Belding,
20 Vesey St., Barclay 7-8783 •
WASHINGTON, D. C.—Joseph B.
Huttlinger, Room 894, National Press
Bldg., District 7362 • PHILADELPHIA
31, PA.—Cardwell E. Belding, 5201
Berks St., Greenwood 7-6785 • CIN-
CINNATI 2, OHIO—Robert O. Bar-
don, 529 Sycamore St., Main 6662 •
ST. LOUIS 7, MO.—William Creahan,
3028a N. 21st St., Central 3494 •
GREAT BRITAIN, AND EUROPE—J.
B. Tratsart Ltd., 5 London St., Lon-
don, W. 2, Paddington 5946 •
SWEDEN & NORWAY—Nils Harald-
son, Drottninggaten, 2, Orebro,
Sweden, Orebro 13027.



MEMBER: Audit Bureau of Circulations

LEATHER and SHOES, The International
Shoe and Leather Weekly, published
weekly by The Rumpf Publishing Co.,
300 West Adams St., Chicago 6, Ill.

Cable address: HIDELEATH. Subscription
price: United States, \$5.00; Canada, \$6.00;
Foreign, \$7.00. Single copies, 15c; back
copies, 30c. Entered as second class matter
Jan. 19, 1948, at Chicago, Ill., under Act
of March 3, 1879. Additional entry at
Boston. NOTICE TO SUBSCRIBERS: If you
change your address, please notify us im-
mediately. If you fail to do so, the Post
Office will forward only two issues to a
new location together with form 22-5, which
should be sent us promptly. After that
copies will be returned undelivered.

March 15, 1952

LEATHER and SHOES

..factory research proves
that platforms and soling
by **GOLDEN**
build better shoes

at lower cost!

trouble-free
performance
with these

BIG 3
performers

GOLD-FLEX
CORK PLATFORMS

GOLD-FLEX
Famous high qual-
ity platforms —
in a wide range
of thicknesses.

GOLD-CO
CORK PLATFORMS

Quality cork plat-
forms in many thick-
nesses for the pop-
ular priced shoes.

GOLD-FLEX
SOLES

A new economi-
cal note in com-
position soling
for popular
priced shoes. In
all iron thick-
nesses. For ce-
mented or stitch-
ed shoes.

*Write Today... or
see your nearest
Sales Representative*

**GOLDEN LEATHERBOARD
COMPANY**

151 ESSEX ST., HAVERHILL, MASS.

3

A SALES MANAGEMENT CONFERENCE, TOO

Step one: Factory Management Conference. Step two — sales — is inevitable

SHOE business, like any other business, is a two-part formula: production and sales. Simple and obvious? Well, it's simple, all right, but not always so obvious.

The industry took a major step forward a couple of years ago when it inaugurated the Factory Management Conferences. Fundamentally, these conferences are a meeting of the technical men in the shoe factory to discuss common problems, exchange ideas, inspect new products and equipment, etc.—all designed to improve the making of footwear and increase the efficiency of factory operations.

The making of shoes, the first part of the business formula, is now functioning under a well-organized program for technological advancement.

But what about the second part—sales? The industry could realize another major step forward by inaugurating a Sales Management Conference on the same basic plan as the factory conferences. This would be attended by the industry's sales and merchandising and promotion personnel on the executive level. The program for such a meeting has a wide variety of possibilities.

The basic objective of this Sales Management Conference: To find ways to sell more shoes—both for the companies individually and for the industry as a whole.

It must be admitted that the shoe industry's sales and merchandising methods have not been eminently successful if compared with other industries such as apparel. The cold figures bear this out. The shoe industry used to realize about two cents out of every consumer spending dollar. Over the past six or seven years, however, its share of this dollar has shown a steady decline. For example, in 1946, consumers spent 1.91c out of each spending dollar; in 1948, 1.82c; in 1949, 1.67c; in 1950, 1.60c; in 1951 (estimated), 1.53c.

By comparison, the apparel industry which prewar obtained be-

tween eight and nine cents of each consumer dollar, is now receiving around 12 cents. Since 1929, the apparel industry has shown a 26 percent increase in its share of the consumer dollar. The shoe industry, by contrast, has shown a decline of about 28 percent in its share, 1929 as compared with 1950.

While our technology has been showing appreciable strides forward, our sales methods—at least on the basis of results—have shown a retrogression. Shoe retail stores stand high on the list of all stores for mortality rates and non-profit or low-profit operations. Actual training in sales and merchandising has, relative to other consumer products industries, been always a weak link in shoe business at both the manufacturing and retail levels.

Need New Methods

We have for many years talked about increasing per capita shoe consumption and selling more shoes. Obviously, then, to improve our selling we need improved selling methods. If both our per capita shoe consumption and our share of the consumer dollar has been declining, it's quite evident that our present sales and merchandising methods are in sore need of repair or rejuvenation.

One of the greatest potential accomplishments of a regular Sales Management Conference would be the welding of sales and merchandising efforts at retail and manufacturing. Unfortunately, much of the selling at the wholesale or factory level today is geared primarily to getting shoes

onto retail shelves. At that point the mission is considered finished. The next step is left to the retailer, who devises his own means of getting his shoes off the shelves and onto consumer feet.

These two efforts are not coordinated or integrated in many or most instances, but are regarded as separate functions under separate responsibilities. Here the irony and the fallacy step in. Shoe manufacturers can't talk about increasing per capita consumption or improving sales and production until they make it their first-hand business to move shoes at the retail level. In short, their responsibility to sales merely begins with the placement of their product on the retailer's shelves.

Similar shortcomings show up at the retail level. Often the retailer is lax in initiative. He is prone to be lax in merchandising adventuresomeness, in creative sales effort. Above all, he doesn't do a thorough job of analyzing his market and inspiring its sales potentialities.

And right there is a fine opportunity for a Sales Management Conference: a continuing study of shoe marketing. Do we really know the factors which inspire consumers to buy shoes? Our statistical record shows that we've fallen short somewhere, that we have a good deal to learn about selling shoes more effectively. We must, therefore, ask ourselves a basic question: Do we know our market as well as we presume? And finally: Can we sell more shoes if we use new selling methods? If so, then what are those methods?

Sales management can't be divorced from factory management, or vice versa. Each has an umbilical cord leading to the other. The industry has made a major advance in technological improvement. Now let's make a similar one—vitality needed—in selling. If we streamline both, we may well see a rapid evolution toward a more wholesome prosperity in the industry.

LandS

Reprints available at nominal costs:
Up to 100, 10c each; 200-500, 5c each;
1000-3000, 2½c each; 5000 or over,
1½c each.



Hunt-Rankin Beautiful Leathers

The Finest in Calfskin

- BUCKO CALF
- VELVETTA SUEDE CALF
- INFANTA CALF

HUNT-RANKIN LEATHER CO. 106 Beach Street, Boston

Stylescope

SHOE FASHION NEWS AND TRENDS

Western heroes seem headed for the last round-up. An Associated Press story datelined Providence, R. I., went out over wires stating that kids rebelling against "another Western" film. Children set up howls of protest when cowboys flashed onto screen at a recreation center. Feeling has been that Western influence on youngsters' tastes and lives bound to run stale. And now comes this report of actual protest by kids themselves.

Shoe manufacturers, dealing with Western theme shoes, boots, slippers, should take notice. Traditionally, American youngsters are hero-worshippers. But new heroes are popping into their lives. Kids now fascinated by "world of tomorrow" shown on TV sets, in comic books and in a growing number of movies. Indications point to cosmic forces replacing influence of six-gun toting cowboy heroes.

Evidence of this trend is seen in steadily rising success of Space Patrol types footwear. Manufacture and distribution of these was begun early last Fall. Some manufacturers already have shoes, boots and slippers on this theme. Are furthering plans for nation-wide distribution. Many more manufacturers talking about including one or two styles in coming Fall lines. Believe that in relatively short time, futuristic motifs will gain acceptance in oxfords, as well as boots and slippers already pretty well established.

Christian Dior features cuban heel again. At last season's Paris Couture openings, Dior created sensation by using cuban-heeled pump with bow, designed especially for him by Perugia, with every model in his collection. Again, this season at openings just held, he elected medium heel heights for his mannequins. Shoe is designed with one-eyellet tie and soft toe.

American high-style shoe houses were quick to pick up hue. Few others included similar models in Spring lines as samples. Now, with Paris insistent on medium heel height for high fashion, revolutionary trend may be under way toward establishing cuban heels as top fashion and glamour items. In fast few seasons, momentum has been increasing in emphasizing smarter, more fashionable styling on lower heels. Question now is whether or not Dior's influence is enough to carry this trend to extreme, resulting in extinction of high heels.

Male consumers to get style forecasts revealing "head-to-toe" attire. International Association of Clothing Designers has formed "Men's Fashion Steering Committee" whose job is to determine what style trend is and coordinate all items of men's apparel from hats to shoes. Question-

naire is being distributed through various sub-committee heads to garner information in each field. These questionnaires deal with brand new trends, the ones that up-to-the-minute dressers would want to follow; the six best sellers for Spring 1952, and fashions that have passed their peak and are now on way out.

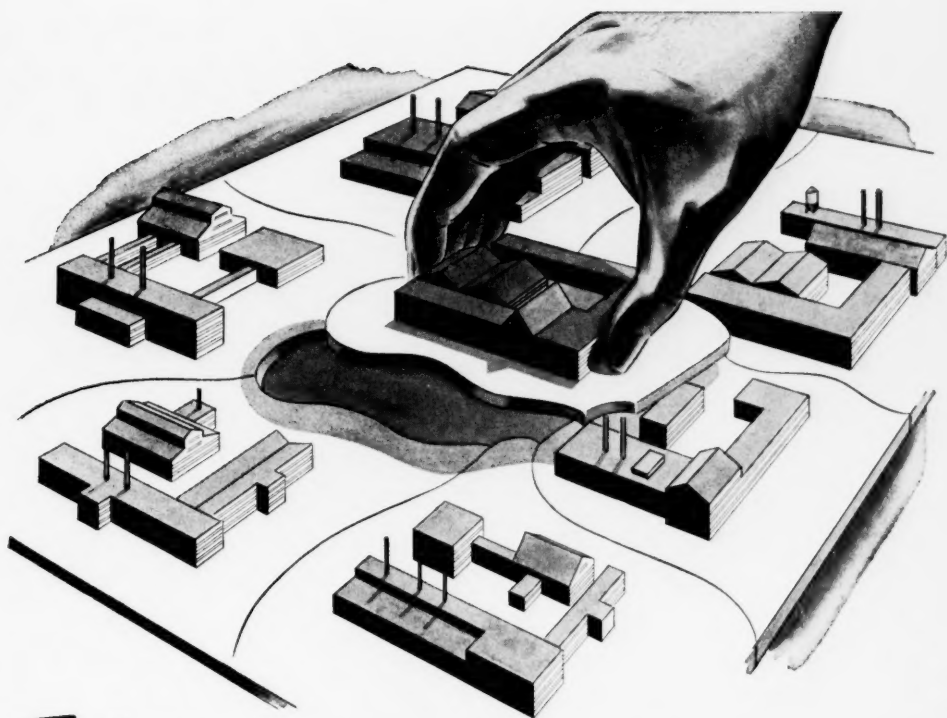
Objective is to get top-to-toe picture of what indications are for best sellers during Fall 1952, as well as best sellers for Spring 1952. Once Association has Fall picture, plans to create top-to-toe ensembles and concentrate on those selected. Public style shows will be presented introducing these ensembles, and consumer and trade publicity will be released under banner of fashion Steering Committee of the IACD.

Gratifying note here is that shoes are in the running. Not like women's apparel industries who are off on wrong foot—or no foot—in constantly minimizing fashion importance of shoes. In fashion shows, models usually wear same pair of simple pumps regardless of various changes in types of costumes. In fashion magazines, models being cut off at knees, or again pictured full length wearing simple pumps. Fortunately for men's shoe industry, men's apparel industries seem to have keener sense of what good fashion means. Man or woman can't be half or partly fashionable. Whole must be integrated, correlated and coordinated.

Fashion editors of newspapers throughout nation want more good shoe fashion news and photographs. L&S conducted national survey of fashion editors writing for papers with at least 100,000 circulation to determine what, if anything, are reasons behind apparent lack of authentic shoe fashion news in daily and Sunday consumer press. Editors responded immediately with statistics and constructive criticism.

Most news now being sent by shoe industry ending up in waste basket. Majority of industry members have never bothered to find out what fashion editors would like or want. They have special needs for editorial presentation and special time requirements. Most criticisms are unanimous which means that all are facing pretty much the same problem and shoe publicists in satisfying needs of one would more than likely be satisfying needs of all of them. Watch for complete report and analysis in a forthcoming issue of *Leather And Shoes*.

Rosalie Mary Banian



What has 4000 plastic raincoats a day to do with Box Toes?

Only this—that in electronic plastics fusion as well as compression and injection plastics molding, the necessary and constant research needed to stay abreast of competition in this field may well lead to the next important shoe foundation development. In conceding that synthetic resins offer unlimited advantages over natural resins and waxes from standpoints of both inherent physio-chemical uniformity as well as stability and permanence within footwear, it becomes imperative to us to continuously study the adaptability of plastics to box toe constructions. How better to do

this than to operate a plastics division complete with every research facility? B Compound, our sensational new thermo-adhesive, is the direct result of living closely with new polymers and co-polymers. Integration of plastics with box toe "know how" has already resulted in five new stainless and self-adhering thermoplastic box toe materials. Ask any Beckwith salesman or agent about the box toes termed by us as:

3DNC

DCL-50

NC

2GF

4GF

Beckwith

**BOX
TOES**

... in addition to the production of over 70 types and weights of conformable soft, flexible and rigid box toe materials in thermoplastics, pyroxylin, and rubber-filled felts and flannels, "Beckwith" means molded steel safety box toes; industrial felt making; plastics fabrication and products for the ethical medical profession.

... you buy more when you buy Beckwith

SHOEMANSHIP Will BUILD SALES

A program to increase shoe consumption—especially in men's

By Ward Melville

President, Melville Shoe Corporation

IN each of the last four years, shoes have taken a smaller portion of the consumer's dollar than in any of the previous twenty years. But before we become too alarmed by the smaller piece of the pie which we are getting, however, let's examine the pie itself a little more carefully.

In the first place, it is a much bigger pie than ever has been placed on the table before. We all realize that a sizable part of today's bigger pie is mere crust—the hard, indigestible crust of price inflation. However, allowing for the greatly decreased value of the dollar, and also allowing for today's larger population, we still find that the pie is larger. Personal income per capita, in 1951 dollars, is 45 percent higher than in 1939.

1950 and 1951 are the only two years when the consumers of the country have had more than 200 billion dollars (after taxes) in their pockets for possible spending. At that level of income, we simply do not have enough experience to know what percentage of the bigger pie the shoe industry can logically expect to get. We know that when income is abnormally low, the shoe industry's percentage goes up—so it is not unreasonable to suppose that when income is high the industry's share may be less.

Let us not forget that in 1932, with twelve million men unemployed, and with millions of people on relief, the shoe industry got a larger piece of the pie than in any year since that time. Shoes took over two percent of total consumer expenditures in 1932, as compared with about 1½ percent last year. We got a larger share of the 1932 pie—but it was a mighty small pie. There wasn't much nourishment in anybody's piece of it.

If another 1932 is the price of a

high ratio for our industry, I think all of us will be willing to forego the privilege. However, the experience of the food industry—another "necessity" industry—seems to indicate that it is not an inevitable price. The food industry's share of the pie was larger in 1951 than in 1932. In 1932, it got 23 percent of the consumer's dollar; in 1951, it got 27 percent.

The actual physical per capita consumption of food has increased—while the per capita purchases of shoes have remained at about the same level for fifteen years, with 1951 slightly lower than the fifteen-year average.

Not So Bad Off

However, when you look at what has happened to other apparel industries, the picture doesn't seem quite so bad for shoes. Clothing, too, has a smaller percentage of the consumer's dollar today than it had in 1940. Since 1940 clothing's share has declined almost as much as shoes. And in the past four years—since 1947—it has declined more rapidly than shoes. Thus, when compared with other apparel, the shoe industry has not fared too badly.

Also, when we look at 1951's low figure for men's pairs per capita, for example, we should remember that the men of this country spent as much for shoes as they did in 1950. They purchased fewer pairs for those dollars—because 1951 prices were considerably higher than 1950 prices.

Incidentally, we can hardly expect a gain in per capita pair sales when shoe prices are rising as rapidly as income, or somewhat more rapidly. That is what has happened during the past five years. Under the circumstances, we may consider it for-

tunate that per capita consumption has remained as high as it has.

I believe that last year's figures were abnormally low. With 1952's lower prices, pair sales in total, and per capita, should rise substantially. However, even so, I doubt whether the 1952 per capita figure will come up to the 15-year average. In fact, there seems to be a real danger that, throughout the '50s, the per capita level will fall below the long-term average. I think this may well occur unless we in the industry, individually and collectively, are more successful than we have been in the past in selling people on the desirability of owning and wearing more different types of shoes.

Why should the per capita level of the '50s be lower than that of the '40s and the '30s? Leaving aside such admittedly important factors as the longer life of many types of shoes, we may note that the composition of population growth alone is enough to endanger the per capita rate for men's and women's.

The high birth rate during the war and in the immediate post-war years has made it certain that we will manufacture and sell more children's shoes during the '50s than in the '40s or the '30s. It doesn't necessarily assure a higher per capita for children's shoes. That might indeed fall—as it did last year—and still the industry would be practically forced to manufacture and sell many more pairs of children's shoes.

In time, of course, those war and post-war babies will become men and women. They will then assure the sale of more men's and women's shoes in the '60s. But, meantime,

(Continued on Page 38)

RIGHT IN YOUR OWN BACK YARD...

BY WEST



THE MORAL TO OUR STORY? Make the job easier for your maintenance personnel... and you *automatically* lower your maintenance costs. Let 'em wax as they clean—with a specially formulated material that performs 3 operations in one!

LUSTRECLEAN (pine-scented or plain) cleans... deodorizes... and deposits a light film of wax. Effective on any type of surface! No heavy scrubbing. No rinsing. Mop dry... buff the film lightly if a soft satiny finish is desired! Save time and labor cleaning floors, walls, woodwork—wherever excessive wear and heavy traffic has made daily maintenance a back-breaking job.

LUSTRECLEAN really cleans! Its emulsifying action loosens the most persistent dirt, grime... hard-to-remove rubber burns. No need to use harsh soaps or injurious chemicals. Proof? Ask for a sample and test it on the spots and blemishes your present cleaner won't remove!

Pine Lustreclean is only one of many WEST products formulated for the promotion of sanitation. Others include floor sealers and waxes... washroom service... disinfectants... deodorants... insecticides... cleaners... soaps... protective creams. West is the exclusive distributor of Kotex Sanitary Napkins sold through vending machines.



42-16 West Street
Long Island City 1, N. Y.
(64 BRANCHES IN U.S. AND CANADA)

SAVE \$ \$ \$... WAX as you WASH

I'd like to try a sample of Lustreclean

Pine-Scented ☐ Plain ☐

Name _____ Title _____

Company _____

Address _____

City _____ Zone _____ State _____

Dept. 41

RAWSTOCK REPORT

The outlook — substantial supply of hides for several years ahead

By Edward L. Drew

Economist, Tanners' Council of America

WE now have official estimates showing that the cattle population on January 1, 1952 stood at 88,062,000 head. This includes all beef and dairy animals including calves and bulls. The total is six million head more than the revised estimate for January 1, 1951. It marks the fourth year of increase since the low point in the current cycle, January 1, 1949. The four-year increase has amounted to 11,232,000 head, an increase of 14.6 percent. The current level of livestock numbers is about 2½ million head more than at the top of the previous cycle, January 1, 1945.

It was my opinion a year ago that there would be an increase in cattle slaughter in 1951. It is my opinion that under more normal conditions slaughter would have started on its upward phase of the cycle last year. The effects of price and slaughter controls, however, were such as to prevent this from happening. The fact that it didn't happen, for whatever reasons, was an important factor in pushing cattle numbers up by six million head. This was the largest year-to-year increase in cattle numbers on record.

Slaughter To Gain

Slaughter controls are not now in effect and it is doubtful if the Administration's request for re-instituting these controls will be granted especially in the face of an all-time high in cattle numbers. It seems unlikely, too, that existing price controls on livestock will have the same effect on limiting the kill in 1952 as they had in 1951. A more normal movement to market is expected, therefore, with a resulting gain in slaughter. One other background factor should be mentioned. Most of the increase in cattle numbers took place in beef herds, the year-to-year in-

crease here of 5.7 million head also establishing a new record. All this adds up to an excellent prospect for a heavier slaughter than was witnessed last year.

We have estimated at the Tanners' Council that cattle slaughter in 1952 will be about 19,200,000 head or almost 1½ million more than in 1951. There have been other and larger estimates made of 1952 cattle slaughter—and they are not beyond the realms of possibility. The availabilities in the form of a record livestock population are certainly not inconsistent with a cattle slaughter of more than our 19.2 million estimate—an estimate, by the way, which places the 1952 kill at only the same level as for 1950. Other factors besides cattle numbers, however, are also important in determining the size of the kill. Such things as the price of feed, the condition of ranges, and, strange as it may seem, even that mysterious factor of consumer demand for beef are some of these other factors.

For the time being, therefore, I think I'll stick to our 19.2 million estimate for 1952 cattle slaughter, reserving the right, of course, to change my mind later on. May I add that in making this estimate for 1952 I am also estimating that the 1952 increase is just the beginning of an upward trend in the cattle kill. The trend will be upward, I believe, for several years, and estimates for any 12 months period from here on out should place the kill at more than the 19.2 million suggested for the calendar year 1952. In other words, an estimate for the 12 months period February 1952 - January 1953 would be more than 19.2 million and an estimate for the 12 months July 1952 - June 1953 would be even higher.

An examination of the outlook for domestic calf slaughter in 1952 presents a somewhat different problem. I have already called attention to the

fact that almost all the increase in the cattle population took place in beef herds. The increase that did take place in animals kept for milk, an increase of less than one percent, occurred in the number of heifers and calves—the number of milk cows actually declined. It is worth noting that there has been relatively little change in dairy herd numbers over the past five years and also that the number of dairy cows, after reaching a peak of 27,770,000 head at the start of 1945, has since declined each year without exception. The January 1, 1952 total of 23,407,000 dairy cows is, in fact, the smallest number since 1930.

More Calf And Kip

More selective breeding for milk purposes has made for an increased milk yield without the necessity of increasing the number of cows. Also better calf drop yields have resulted from the scientific methods of propagation now widely used as well as from the long strides made in the elimination of Bang's disease. This gain in new recruits to dairy herds has apparently been used to replenish the herds with new stock—and reduced calf slaughter has been the result. The replenishing process, however, has made for further possible gains in both milk and calf crop yields. Because of this we feel that, despite the lack of growth in dairy herd numbers, there will be some increase in calf (and kip) slaughter in 1952.

The calf crop certainly should be about as good this year as it was last year and the gains in heifer and calf numbers in the dairy herds should be more than enough for herd maintenance at efficient levels. A larger share of the new calf crop, therefore, should find its way into slaughter

(Concluded on Page 40)



Both are style right... only one is business right

Sure—both bags look terrific on display. But when one bag, the one on the left for example, starts scuffing and showing uncolored leather—or fading or cracking from an inadequate dye—leather luggage loses another friend. The one on the right (dyed with a deep-penetrating, fast Du Pont dye) builds up a solid reputation for all-round quality.

It's a farsighted manufacturer who uses selected Du Pont dyes... dyes that last through the hard wear leather products have to take.

Your leather deserves the best in dyestuffs. Why not investigate our line of excellent, deep-penetrating colors... in Du Pont Chromacyl[®], Pontachrome[®] and Pontacyl[®] dyes. Our Technical Staff will be glad to help you with all your color problems. E. I. du Pont de Nemours & Co. (Inc.), Dyestuffs Division, Wilmington 98, Delaware.

®Registered Trade-Mark

Quality dyes do make a difference



*An Opportunity
to Profit
3 Ways*



with the NEW
USM
**Eyelet Stay
Cementing
& Applying
Machine**
MODEL A

The only machine which cuts and cements uncoated tapes, and applies the stays with *precision accuracy* to lining or upper. Length of stay determined by instantly and easily changed control lever.

1. Greater Production

The fastest, most accurate and most uniform method of eyelet stay applying is provided with this machine. 33% faster than hand work and 15% faster than present machines. In many instances, it will be more economical to operate than present methods.

2. Better Quality

Stays are always cut to exact length desired . . . applied precisely where they are needed to support and reinforce *entire* eyelet row. Trouble-free eyeleting, particularly with blind eyeleting, is obtained through use of narrow ribbon of strong thermoplastic cement applied off center to allow unhindered setting.

3. Lower Costs

Feeds uncoated cloth or economical paper tapes. Total savings up to 24% at the stay applying operation are possible with paper tapes. Savings in varying degrees are possible over nearly every other method of eyelet stay cutting and applying. Fewer stops to trim or relocate stays mean less outlay for non-productive operation.

Your United Branch Office representative can provide complete details

UNITED SHOE MACHINERY CORPORATION

BOSTON, MASSACHUSETTS

LEATHER and SHOES



Price Stabilizer Ellis Arnall tipped hand on controls this week. No general relaxation of controls for months to come. Arnall told Senate Committee on Banking and Currency that he definitely favors extension of price control provisions of Defense Production Act.

OPS head dashed immediate hopes of hide industry for price decontrol by stating he believes shoe, leather and hide prices are relatively in line. Pointing out that hide prices are now 45% below ceiling, leather 25% below, and shoes at wholesale only about 7% below, Arnall said Consumer Price Index for Dec. 15, 1951, shows children's shoes and men's work shoes at "peak levels," men's oxfords at 2% of peak and women's shoes at 3%—all at retail levels.

Arnall claims real price softness is pronounced only in raw material (hides) but "hardly present" in the retail store. Reason, he says, is that after Korea, raw materials advanced much more than manufacturers' prices, which, in turn, rose more rapidly than retail prices.

OPS stand is that wholesale and retail prices are generally at ceiling or close to it. Only softness is in raw materials which went up too fast in first place, according to Arnall. He may have point in rapidity of rise. However, he fails completely to account for fact hides are now at lowest level, pricewise, since World War II controls. As Milton Katzenberg pointed out at resumption of hide futures trading this week, price of light native cows was 37c in March 1951, now 16½-17c. Peak was 45c in Dec. 1950 and averages have been on downgrade ever since.

Agriculture Secretary Brannan posted new warning to hide and leather industry this week. Brannan said if Canadian hoof-and-mouth cattle disease spreads across U. S. border, it may easily cause state of emergency here. U. S. cattle have small resistance to disease, would probably sicken and die in great numbers. Brannan said U. S. meat and by-products (hides) might decline rapidly by 20%. Result could be sudden shortage of raw-stock supplies, rise in prices.

Meantime, cattle feeders are taking a beating—their first in 10 years. Another indication of misjudging trend of the economy. Many feeders bought half-finished stock for short feeding last fall. Now they are rushing steers to market but unable to get any more than they paid for them last fall. Steer prices are averaging lowest in over a year but corn and labor have remained constantly high. Thus feeders are losing cost of labor and feed.

Left-wing unions facing new attack from both industry and Government. Campaign also receiving important backing from courts. All signs point to tougher times ahead for Commie-dominated unions.

Congress may launch new drive for legislation aimed directly against leftist unions such as International Fur and Leather Workers. Senate labor committee headed by Sen. Hubert Humphrey has already polled experts for advice on what to do about these unions. Labor, management, government and public seem to agree that stronger administrative action or even a new law against unions is called for.

Courts can provide important support for employers. Example set by Circuit Court of Appeals ruling which upheld right of Stewart-Warner Corp. to recognize anti-Communist union rather than left-wing group. Stewart-Warner action, in which company defied United Electrical Workers as worker bargaining agent and successfully appealed National Labor Relations Board ruling, may set precedent for other industries.

Importance of children's shoe market to come emphasized in birth rate figures for 1951. Metropolitan Life Insurance Co. report says last year may set all-time record both for babies born and health of babies and children. Total births for year expected to reach close to record-breaking 3,700,000 total of 1947.

More important is health record. U. S. babies now have better chance of growing up to become parents than at any time in history. U. S. now numbers about 18 million youngsters under five years of age. If 1900 death rate still held, there would be only 15 million alive.

LEATHER SHOW BREAKS LOG-JAM

BUYING AND SAMPLING MOST ACTIVE IN YEARS

Tanners Highly Encouraged By Sales Outlook

Around five o'clock on Wednesday afternoon, when the exhibitors at the Leather Show were closing up shop, one tanner sat wearily but happily in his booth, mopping his brow. What kind of a Show did he have during the two-day period? "It's been a long, cold winter," he grinned, "but thank heaven, the thaw has set in—but good."

In that statement he aptly expressed the feelings of most of the 93 exhibiting tanners at the Show; the long-awaited buying thaw had set in. This was demonstrated not only by the heavy sampling, but by substantial order-taking at the booths. There was no overwhelming buying, no drastic turnabout from lull to storm, but real business was more active than had been expressed at any Leather Show in the past three years. At least, such was the general consensus of sellers.

The tenor of active interest at the Show—and it applied to just about all types of leathers—gave rise to a restrained but justifiable optimism that the nation's shoe manufacturers were again in a positive buying mood.

Why The Buying?

Numerous interviews with both buyers and sellers revealed three principal reasons behind the inspired buying interest: (1) low prices; (2) skeletal inventories; (3) shoe production on the upbeat.

The large majority feels that prices have about hit bottom and have stabilized. With light native cows at 16½ cents, the lowest since the government-pegged 15½ cents of World War II, virtually no one figures further weakening to any appreciable degree—despite the heavy slaughter anticipated for this and next year. Sellers placed great stress on the factor of "value" offered—the best prices that had been seen in many years. Buyers appeared to be impressed, as their response indicated.

As one volume shoe producer stated, "These prices are going to give us a real merchandising opportunity—to sell the always desirable features of genuine leather in lower priced shoes, instead of using ersatz to stay within our price range."

Irving Glass declared, "For the

first time since 1941, we are dealing with realistic values. This applies particularly to soft goods, and especially to shoes and leather, where the values offered to consumers are truly terrific." Glass said the soft goods industries are now 75 to 80 percent "readjusted" to the depressed condition of the past year, and that the shoe and leather industries have led the procession back to normalcy.

Sellers at the Show reported that in virtually no cases was price a contested factor—that buyers showed full appreciation of low prices and high values on display everywhere at the Show.

Buyers, too, were frequently hesitant in expressing the status of their leather inventories, which in many instances are apparently in a skeletal condition. The stories of "overflowing inventories" commonly heard a year ago were significantly absent at this Show. Sellers interpreted this, obviously, as a healthy sign, as warranting some optimism for business ahead.

In keeping with this whole pattern is the improved status of shoe production, which for the first two months of 1952 has been about 20 percent above the average for the preceding nine months when output was at its lowest in many years. Jan. and Feb. shoe output has averaged 44 million pairs monthly, a substantial showing. This has not only created a need for leather replacements, but has boosted shoe factory morale and buying confidence. It is also indicative that retail inventories are in need of replenishment, and that the willingness to buy is there.

Perhaps the most significant feature of the Show was the atmosphere of healthy confidence engendered by the feeling of stabilized market conditions. Unlike previous shows where buying was low or high because conditions were "speculative," there was calmer assurance in this instance.

Buying or sampling was on the basis of realistic need for business on hand. And with prices comprising real values, the factor of speculation was conspicuously absent. All this led to a healthy environment—clearly indicated by the attendance—the highest level of any Leather Show on record, according to registration figures.

The finest accolade was a simple one. Sellers and buyers alike called it "a good show."

BROCKTON WORKERS APPROVE CONTRACT

Pact Features Escalator Clause

Brockton district shoe workers, all members of the Brotherhood of Shoe and Allied Craftsmen, voted this week to approve a new contract agreed upon by officials of the union and the Associated Shoe Industries, manufacturers' group.

The contract, approved after months of negotiations, does not provide a pay increase as such. However, it contains a wage escalator clause based on changes in the Consumers' Price Index as compiled in major cities by the Bureau of Labor Statistics.

The escalator clause reads as follows: "For each 1.33 index points of increase there shall be a one-cent per hour increase added to the now existing 10-cent per hour cost of living bonus, and payable in the same manner as the present 10-cent per hour cost of living bonus is being made."

Increases granted under this arrangement would take effect on the first pay day after July 21, 1952, and hold for the duration of the contract. Similarly, should the index decline a full 10 points below the 188.6 reported as of Nov. 15, manufacturers would have the right to re-open the contract for readjustment. No wage reduction is mandatory under the arrangement.

The new contract also provides a three-cent hike in the minimum hourly wage from 87c to 90c for all workers thus qualified. An extra paid holiday is provided, bringing the total to four. The contract expires March 31, 1953.

New England Tanners Club Meets March 21

The next meeting of the New England Tanners' Club will be held Friday, March 21, at the Hotel Hawthorne, Salem, Mass. Speaker of the evening will be Joseph A. Casnocha, technical advisor of the Dyestuffs Division, Sandoz Chemical Co., New York, who will discuss "The Classification and Evaluation of Dyestuffs." Tickets at \$2.75 per person may be obtained from the Secretary, Box 371, Peabody, Mass. Dinner reservations must be made by March 18.

ALLIED SHOE SHOW STIRS REAL ACTION

Shoe Suppliers See Normal Business Ahead

"Good business" was the report that came out of the Allied Shoe Products Show, held last week in New York at the Belmont-Plaza. Such a report was almost inevitable. What happens to business in shoe supplies is wholly dependent upon what happens in shoe production—and in the latter the situation has shown an appreciable upbeat over the past two and a half months.

Sunday and Monday, the first two days of the Allied Show, were especially active. Attendance—always a pretty fair indicator of actual business—was substantially higher than usual. Reports of most exhibitors—last makers, fabric houses, shoe ornament firms, etc.—were a little short of enthusiastic, but were a good deal more optimistic than the last Show held last August.

"Buying Is Serious"

Exhibitors reported "heavy" sampling and a "fair" amount of actual business. Most actual bookings were small, but more than mere token orders. "This," said one supplier, "is a good indication that the buying mood is serious and tangible—that it's far more than a curiosity shopping tour." Most exhibitors seemed to go along with that feeling.

Prices, most at the lowest levels in recent years, were another incentive factor for visiting buyers. Some exhibitors reported a little price-haggling, but in the large majority of cases the prices were accepted as wholly fair.

Stabilization was well crystallized at the Show. For example, a year ago, and even six months ago, talk had been rampant about shortages of metal products such as buckles. Though metal supplies are not a wide-open situation, no one now talked of shortages. Buyers, therefore, felt more confident in their approach to purchases, feeling that the factor of speculation was unnecessary. The same situation prevailed with other types of supplies which a year ago held promise of being scarce, but which now are wholly sufficient to meet needs—and at below-ceiling prices.

All products and services dealing directly with fashion were particularly active. "Never saw shoe people so fashion-minded in years," was the

comment of one supplier. "Everyone trying to strike out into something dramatically new and fresh."

Some suppliers thought this might be the preamble to a swing in shoe fashion trends. For instance, an important swing away from the plain opera pumps and versions of the same, that many feel have hurt business. And especially the black go-with-everything pumps which contradict the industry's efforts to incorporate more color, more variety of materials, etc., into shoes.

Strike May Drive Lesande From Haverhill

Spokesmen of Lesande Shoe Co., Inc., Haverhill women's novelty and playshoe manufacturer, report the company has closed its Haverhill plant permanently after workers refused to breach a picket line set up outside the plant by United Shoe Workers of America, CIO.

Union officials said the picket line was a protest against the company's refusal to grant union recognition to its employees.

Lesande is Haverhill's largest manufacturer of women's novelty shoes, has employed 250 workers with an annual payroll of \$500,000. Company officials said the Haverhill plant would be moved to another city.

BARREN ADDRESSES CANADIAN TANNERS

James L. Barren, president of American Extract Co., Port Allegany, Pa., and originator of a plan for an industry-wide educational effort on behalf of leather, addressed the Tanners Association of Canada on Feb. 27. Barren outlined details of his plan, which calls for the cooperation of all segments of the leather industry—tanners, equipment and machinery manufacturers, and supply firms—in making educational calls on shoe manufacturers and retailers.

Theme of the Barren plan is that manufacture of shoes begins in the tannery and the use of leather is the concern of all who have a part in its production. "If tanners and all firms supplying them," says Barren, "would volunteer even a small part of the time of their executives and salesmen to calling on shoe manufacturers and retailers, telling the facts about leather, much good can be accomplished." Barren has already enlisted scores of American tanners and supply firms in the project, and Canadian executives showed a keen interest in the idea.

SHOE UNIONS FORM JOINT COMMITTEE

Officials Say Merger Not Discussed

Top officials of United Shoe Workers of America, CIO, and the Boot and Shoe Workers Union, AFL, have formed a joint conference committee to set up a united front in the shoe industry.

The action was taken last week at a meeting in St. Louis between John J. Mara, president of the AFL union, and James J. Mitchell, secretary-treasurer of the CIO group.

Both union officials stated emphatically that plans for a possible merger of the two unions were not discussed at the initial meetings. Combined shoe worker membership of both is estimated at 125,000.

Other union officials attending were Dave Wilson, USWA territorial representative, and Ben Berk, regional director of the BSWU.

In a joint statement issued by the unions, they said the purpose of the conference was "to explore every possibility for formulating a plan of joint and cooperative effort by both unions. . . ." Both agreed on a no-raiding pact.

Joins Irving Tanning



Emery I. Huvos, formerly in charge of raw stock buying at Geilich Tanning Co., Taunton, Mass., who has been named vice president in charge of all raw stock purchasing by the Irving Tanning Co., Boston. Huvos has had wide experience in the hide and skin business and has personally visited principal hide centers of Europe, Asia and South America. He returned to Boston recently after a study of raw stock conditions in Europe and India. Huvos is a member of the Tanners' Council Hide Committee.

ACTIVE TRADING MARKS HIDES FUTURES RESUMPTION

The hide industry took a step on the road back to normalcy this week as trading in hide futures, suspended for the past four months, was resumed Monday, March 10, on the Commodity Exchange, Inc., in New York City.

Trading at the opening was optimistically brisk with final sales reported totaling 157 contracts, each of 40,000 lbs. All five deliveries—July and Oct. of this year and Jan., April and July of 1953—were traded with the bulk of sales in July and Oct. of this year. Opening prices were at 16.5 cents per lb. with contracts closing at 17.05 cents, in line with the spot hide market.

Hide futures trading was suspended March 31, 1951, after the Government imposed dollars and cents ceilings on domestic hides and skins as well as allocating supplies. Traders were given until Oct. 30, 1951, to liquidate open contracts.

Much of the business at the resumption of trading was attributed

to optimism over prospective leather sales at the Leather Show, held in New York on March 11-12.

Trading was officially reopened by Milton R. Katzenberg, vice president of the Exchange representing the hide group. He pointed out that the Exchange offers the only hide futures market in the world. Suspension of futures has deprived the trade of facilities for protective hedging operations for some 11 months.

"When the Exchange suspended trading in March 1951, the prevailing price of Colorado steer hides was 29½ cents a lb.," Katzenberg stated. "The present price for this grade is about 10½ cents a lb. In March 1951 the price of light native cow hides was 37 cents. Now it is about 16½ cents. Similarly, other prices have fallen sharply in this period."

Katzenberg characterized the decline as "one of the sharpest in the history of the industry." He said it pointed up "the important role of the hide futures market as an operation of the free enterprise system."

NEW ENGLAND OUTPUT FELL 9.5% IN 1951

But Regional Held Own In Nation

Total shoe production in the New England shoe states of Massachusetts, Maine and New Hampshire during the 12 months of 1951 amounted to 152,488,000 pairs, a decline of 9.5 percent from 1950 output, according to an analysis prepared by the New England Shoe and Leather Association.

Despite the decrease in pairage output, New England held its own with output for the entire nation, producing approximately 32.5 percent of the 469,599,000 pairs made in the U. S. during 1951. National output was 42,775,000 pairs or eight percent below the 512,374,000 pairs produced in 1950.

A breakdown of 1951 national production indicates that 105,949,000 pairs of the 1951 total were men's shoes. This was three percent higher than the previous year due to military orders. Women's shoe output totaled 206,302,000 pairs or 10 percent below 1950 production.

During 1951, the shoe industry shipped 470,619,000 pairs with a net factory value of \$1,880,456,000—an average factory price of \$4.00 per pair as compared with \$3.47 in 1950.

Varick Workers Return

Workers at Varick Footwear Corp., manufacturers of Oomphies, returned to their jobs late last week following a three weeks' strike. Chief issue in the dispute was the company's plan to open a factory outside of New York.

Under the new agreement, Varick will maintain one factory in the Metropolitan New York area, employing about half the normal working force. Trade rumors have it that the company may open a branch in Lowell, Mass., but this has not been officially confirmed.

Amer Appoints Donovan In New York City

William Amer Co., Philadelphia tanner, has appointed F. C. Donovan, Inc., as distributor in New York City for Amer's King Kid line, including black glazed kid, black satin kid, colored glazed kid and slipper kid in black and colors. The appointment is effective March 15.



Hide traders gather around the hide ring on the New York Commodity Exchange as futures trading was resumed, Monday, March 10, after suspension since March 31, 1951. All transactions were completely halted since Oct. 30, 1951. One of the sharpest price declines ever experienced by the industry has taken place since then.

CORRECTION

In our Feb. 23 issue, we noted that Allied Kid Co. has appointed Biron & Cahn as New York and Connecticut agent. Joseph T. McCauley informs us that Biron & Cahn has been named agent for the Sterling Patent Leather Division only.

Other products of the Sterling Division are handled by Irving J. Fife Co. of New York City, which also handles the Standard, Specialty, McNeely and Quaker City Divisions. New Castle Division Products are handled by the New Castle Division out of the Allied Kid office at 29th and 4th Ave., New York City.

PRICE STRUCTURE NORMAL, SAYS ARNALL

OPS Favors Extension Of Controls

The relation between shoe and hide prices is "in most instances relatively normal," according to Ellis Arnall, new director of the Office of Price Stabilization.

Testifying in defense of continued strong price, wage controls, he told the Senate Banking and Currency Committee:

1. Hide prices are about 45 percent below ceiling.
2. Leather prices are about 25 percent below.
3. Wholesale shoe prices are seven percent below.
4. Retail prices of many types of shoes are about two percent below.

"In contrast to the situation a year ago," he said, "the structure of prices from raw material to retail is now in most instances relatively normal, even though the raw material prices may be far below ceilings based on last year's freeze, and final product prices very close to ceilings."

Arnall, a former Georgia Governor who was in his new job two weeks when he made the statement, frankly

obtained the facts from his advisers, partly based on Bureau of Labor Statistics figures. His chief adviser on shoes, leather and hides is Dickson Stauffer, head of the leather division of the Office of Price Stabilization.

The statement, regarded as unusual since it singled out one specific field of the economy, came in the midst of a spirited drive by the National Hide Association and friendly associations to do away with price ceilings over hides and skins.

Arnall was one of several administration spokesmen who testified for extension of the Defense Production Act beyond its June 30 expiration date. Defense Director Charles Wilson and Economic Stabilizer Roger Putnam also asked extension of the controls.

A total of 64 industry witnesses, most of them seeking easing of the controls, started testifying before the Senate committee this week. On March 17, the National Association of Shoe Credit stores is scheduled to appear.

On March 18, the situation of hides and skins will be brought to the attention of the committee by the following associations: National Hide Association, American Meat Insti-

tute, Western States Meat Packers Assn., National Independent Meat Packers Assn., National Live Stock Producers, American National Cattleman's Association, National Assn. of Meat Processors and Wholesalers, and National Renderers Assn.

A third scene of battle over prices is being waged at the Office of International Trade, which handles exports controls over hides and skins. Since the start of the Korean war, the controls have been rigid.

Pleas of hide and skin groups prompted OIT to raise the quota to 250,000 cattlehides, and to raise skin quotas too, but exporters still are required to obtain a license to export.

Now hide men are seeking "open end" hide exports, under which hides and skins could go out in virtually unlimited number, although only to non-Soviet countries.

A compromise is reported under study, however, under which heavy hides, now in bountiful supply, could receive the open end quotas, but not other types.

While applications for exports of hides now have reached and passed the quarter of a million export quotas, it is significant that almost all of the applications are to export heavy hides.

THE FLEXIBILITY FACTOR



Today — Crompton Factoring quickens the productivity of business — on a wider front than ever.

It's because this time-tested accommodation is unique in flexibility. We convert your receivables into cash, as invoices are shipped. We wait for due dates — not you . . . and relieve you of credit chores, overhead and credit risks.

Crompton dollar reinforcements for your working capital are incessantly on the move. They speed up capital turnover . . . your own investment does double duty. It means that you can do more business.

That is why Crompton Factoring — in so many industries — rates as a prime working tool for better commercial performance.

The Human Factor

CROMPTON-RICHMOND CO., INC.

1071 Avenue of the Americas, New York 18, N. Y.

Popular Show Expands Style Committees

The Popular Price Shoe Show of America has expanded its style committees, several of which will meet to plan a Fall and Winter fashion exhibit which again will be the feature of the forthcoming PPSSA, according to Maxwell Field and Edward Atkins, co-managers.

Expected to be the biggest PPSSA in history, the event will be held May 11-15, at Hotels New Yorker and McAlpin, under the joint sponsorship of the New England Shoe and Leather Association and the National Association of Shoe Chain Stores.

The success of last November's "Rue De La Shoe" exhibit decided the PPSSA management to use the same format next May, Messrs. Field and Atkins said. However, the background, atmosphere and themes will be completely changed and several additional "live" features will be added.

Ruth Hammer Associates again will be in charge of fashion direction and presentation. The Women's Dress Shoe Committee, under the chairmanship of Samuel Demoff, of Edison Bros. Stores, Inc., of St. Louis,

Mo., has 18 members, all leading producers and merchandisers of popular price fashion shoes.

Subsequent meetings will be held with the Children's Style Committee, under the chairmanship of William Waddell of Sears, Roebuck & Co., Chicago, Ill. Richard Charnock, of Melville Shoe Corp., New York, N. Y., is chairman of the Men's Style Committee.

U. S. Firm Launches India Chemical Industry

Under an arrangement unique in Indian-American business relations, India's first dyestuff and pharmaceutical plant begins operations this month at Bulsar, near Bombay.

American Cyanamid Co. of New York announced this week that it has put up 10 percent of capital required to create Atul Products, Ltd., first large Indian chemical plant. The new plant will not only produce enough sulfa drugs to combat most of the serious infectious diseases which hamper India's economic development but it will also turn out some 20-25 popular dyestuffs required to supply India's growing leather and textile industries.

NEW WHOLESALE PRICE INDEX ISSUED

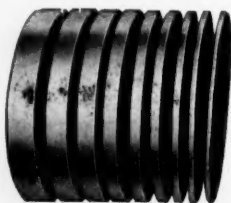
Commodities Yardstick Is Doubled

The Bureau of Labor Statistics' new wholesale price index, issued Feb. 29, now uses a commodity base of almost 2,000 items or more than double the approximately 900 items used in the former index.

The new index was issued to provide a more accurate yardstick of wholesale price averages by including many new items which have become an important part of the U. S. sales index in recent years. Inclusion of over 1,000 new commodities in the index will also tend to slow down the rate of change caused by price increases or decreases.

While the former index used the year 1929 as equal to 100, the new index employs the 1947-1949 average. This change, applied to 1951 wholesale prices as an example, lowers them to 114.3 percent of the new base as compared to 130.4 percent of the old base.

The link between the former 1926 base and the new 1947-1949 base is 1.539. Dividing a 1926 index number by 1.539 will translate it in relation to the new base.



ALLWEATHER, Always...

A name created by common usage in the trade to define the right adhesive tape . . .

the right adhesive tape for *all* taping machines.

We stock many kinds of Cold Process tapes, because all shoe materials are not all alike.

Call Boston Machine Works Company and find the one tape to do the job properly.

SEND FOR GENEROUS SAMPLES

BOSTON MACHINE WORKS CO.
LYNN MASS. U.S.A.

BRANCH OFFICES:

Whitman, Mass.
Johnson City, N. Y.

Columbus, Ohio
Cincinnati, Ohio

Chicago, Ill.
Milwaukee, Wis.

Kitchener, Ont.
St. Louis, Mo.

Toms River, N. J.
Los Angeles, Cal.

MILITARY BIDS AND AWARDS

Sheepskin Chamois

March 17, 1952—Headquarters, Air Material Command, Dayton, O., has issued Invitation No. 52-5986Q covering Item 1—2,400 sheepskin chamois, trimmed, oil tanned, Size A (12" by 14") and, Item 2—46,000 sheepskin chamois, trimmed, oil tanned, Size C (16" by 21"). Spec. KK-L-167 dated June 1, 1951.

Leather Gloves

March 26, 1952—Navy Purchasing Office has issued Invitation No. 467 covering 250,020 pairs of black leather gloves, wool lined, large, medium and small sizes. Delivery at 60 to 120 days after date of contract.

Lacing Needles

March 31, 1952—QM-30-280-52-1230, covering bids on Item 1a, 2,750 pkgs. needles, leather lacing 12's, Stock No. 11-453-250, delivery by June 30, and Item 1b, 960 pkgs. for delivery by April 30. Opening in New York at 1:00 p.m. Destination: St. Louis Medical Depot.

Mittens, Overwhite

April 9, 1952—QM-11-009-52-1173, covering 73,120 pairs mittens, overwhite, M-1950, Spec. MIL-M-2418A dated Feb. 6, 1952. DO rating. Item 1a, 36,000 pairs to Au-

burn, Washington, and Item 1b, 42,120 pairs to New Cumberland, Pa. Opening in Chicago at 10:00 a.m. with delivery during June and July, 1952, for the Army.

Navy Shoes To McElwain & Endicott-Johnson

The Navy Purchasing Office has announced awards on Invitation No. 374 covering 400,008 pairs men's black oxfords to two manufacturers.

Bulk of the award went to J. F. McElwain Co., Nashua, N. H., which will supply 300,000 at the low bid of \$4.20 per pair. Remaining pairage. The remaining 100,008 pairs were

awarded to Endicott-Johnson Corp. at \$4.24 per pair—second lowest bid.

HOOD BIDS LOW

Hood Rubber Co., Watertown, Mass., turned in low bid this week at opening of Army Invitation QM-30-280-52-1142, covering 780 pairs of rubber hip boots. Hood offered to supply the total quantity at \$6.30 per pair, 60 days acceptance, net.

Other bidders were United States Rubber Co., all at \$7.26, 20 days acceptance, net; Goodyear Sundries & Mechanical Co., Inc., all at \$7.25, 60 days acceptance, net; and Miller Products Co., Inc., all at \$7.79, 60 days acceptance, net.

Joins Blackhawk Tanners



Roy A. Johnson, pictured here with his son, has joined Blackhawk Tanners of Milwaukee as superintendent. A veteran of the tanning industry, Johnson spent the past 18 years with Armour Leather Co. at Sheboygan.

Campello Shanks

MAKE GOOD SHOES BETTER



SOLD WHEREVER BETTER SHOES ARE MADE

CAMPELLO 69, MASSACHUSETTS

Boston Shoe Firm Is Brand Name Winner

H. Scheft Co., shoe retailer located at 150 Lincoln St., Boston, has been named "Brand Name Retailer of the Year," the Brand Names Foundation announced this week. A telegram to Harry Scheft, president of the firm, from Henry E. Abt, president of the Foundation, said the award was made in recognition of the Scheft Co.'s "outstanding presentation of manufacturers' brand names to the public during 1951.

Other winners in the shoe field section of the fourth annual compe-

tition sponsored by the Foundation were: Lustig's Inc., Youngstown, O.; Van the Shoe Man, Inc., Glen Falls, N. Y.; Hofheimer's, Norfolk, Va.; and B. Rich's Sons, Washington, D. C.

All will receive "Certificates of Distinction" with the Scheft Co. receiving a plaque at the Brand Names Day-1952 dinner to be held April 16 in the Grand Ballroom of the Waldorf-Astoria in New York. More than 1,500 leading executives in manufacturing, distribution, advertising and retailing are expected to witness the presentation of awards.



To make your shoes more sturdy, use LEATHEROK

Heel Base Board on your shoes

Tough and highly water resisting, LEATHEROK

gives shoes the added stamina for longer wear.

LEATHEROK definitely saves you money, too.

Why don't you write for your sample today?

LEATHEROK® HEEL BASE BOARD IS ALSO MADE IN CANADA BY BENNETT LTD., CHAMBLY CANTON, P. Q. AND IN CASEYVILLE, ILL. BY WESTERN FIBRE CO.

GEORGE O. JENKINS CO. Bridgewater, Massachusetts

Deaths

H. Webster Thomas

... 49, leather chemicals executive, died March 6 in Gloversville, N. Y., while on a business trip. He was branch manager for the New England territory of the Leather Chemicals Department of Rohm & Haas Co., Philadelphia. He had marked his 25th anniversary with the company the previous week. A graduate of Massachusetts Institute of Technology, Thomas joined Rohm & Haas in 1927 as a salesman of leather chemicals. He served in New England and Chicago, and returned to New England in 1932.

Thomas was widely recognized as an authority in the field of leather technology and was the author of numerous papers on the subject. He was a constant speaker at gatherings of tanners and related groups, among whom he numbered many friends. He was active in community affairs. He leaves his wife, Wilhelmina; and two sons, Carl and Webster.

Melville R. Cronshaw

... 69, retired shoe executive, died March 3 at Orlando, Fla. He was retired manager of the juvenile style department of International Shoe Co., St. Louis. Cronshaw joined International in 1928 in the sales department of its Continental division. He was made manager of the juvenile style department in 1931 where he remained until his retirement in 1948. He leaves his wife.

David T. Feidelson

... 64, leather executive, died recently in Birmingham, Ala. He was owner of Empire Leather Co. there and active in the leather goods industry for many years. A past president of the National Leather and Shoe Finders Association and past president and secretary of the Southeastern Leather and Shoe Finders Association, he was an active member of the Shoe Service Institute of America. He leaves his wife, four daughters, two sisters, three brothers and six grandchildren.

Joseph Mazzotta

... 51, shoe inspector, died March 6 at his home in Braintree, Mass., following a long illness. He was inspector at the Stetson Shoe Co. plant in South Weymouth, Mass. Surviving are his wife, Edith; a son, Joseph; and two brothers.

(Other Deaths on Page 42)



Attention:

LIGHT LEATHER TANNERS

FOR COLORE



D SUEDE...

DUPONT G-942 (TRADE MARK) TANNING AGENT



TANNERS can obtain high yields of plumper leathers

FABRICATORS and **RETAILERS** get important sales advantages

Now—the high-quality features of Du Pont “G-942” tannage can be obtained for colored suedes. A newly developed method gives results comparable to those of the familiar “G-942” process for whites.

Colored leather tanned with “G-942” is round and plump . . . the suede has a fine silky nap. This, plus the variety of brilliant colors possible, adds up to powerful selling points for tanners, fabricators and shoe retailers. For other varieties, too—in the calf and kid fields, the process is adaptable for both smooth and crushed grains; and in the sheepskin field, for all types of garment leathers.

TANNERS—write for further information on this new method for producing colored leathers with Du Pont “G-942” Tanning Agent. When you’re ready for technical assistance, an experienced Du Pont Technical Sales Representative will be glad to help you. E. I. du Pont de Nemours & Co. (Inc.), Grasselli Chemicals Department, Wilmington 98, Delaware.



BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

IMPROVED SALES HELP STABILIZE LEATHER MARKETS

Renewed Activity at Leather Show Proves Healthy Stimulus

Volume far from heavy but buyers are interested again. Tanners hope dam has broken. Sides, splits, some calf moving.

Sole Draggy

Signs of new buying activity at Leather Show have not yet affected Boston sole leather market, according to tanners. Situation remains relatively unchanged from week ago. However, tanners are hopeful that better interest reported by upper leather tanners will shortly be reflected in sole market. Sole tanners feel their prices are now at levels which will definitely prove attractive to shoe manufacturers.

One big factor, of course, remains in hide market situation. Tanners cannot expect real sales drive until hide market shows stability over period of time. There was nothing definitive in this week's hide trading—at least, not enough to assure leather buyers that market has hit rock bottom.

Quotations about the same as past few weeks. Actual sales prices a matter of individual agreement. In general, heavier bends, 10 iron and up, can be had at 48c and down. Some tanners ask 50c but sales are doubtful. Selected 9/10 irons bring around 56c and down; 8/9 irons are at 62c and below. Selected lights do best around 70c and down.

Sole Leather

Sole leather tanners of Philadelphia say business continues fair. There is still rather good demand for factory bends. Findings selling in some degree. Heads and bellies

finding a market. However, prices are not too clearly defined. Tanners who were willing to give figures last week, now find that the market has become unstable again, and they feel that quotations again have little meaning.

Sheep Unchanged

Not too much activity in Boston sheep leather market. However, tanners report good interest at the Show and sales are expected to pick up when season begins again. Pickled skin situation doesn't permit tanners much leeway on prices but buyers still extremely price conscious.

Prices unchanged from recent weeks. Boot linings bring 28c down to about 18c. Shoe linings do best in 16-19c range. Chrome linings only fair at 29c and down for better grades. Colored vegetable linings bring top of 27c, according to some tanners, but emphasis is below 26c.

Garment sheep tanners report continuing good business in garment suede. Greens and blues are most wanted shades. Better grades bring 26-30c. Grains much slower. About half of New Zealand crop of one million dozen sheep reported sold with no apparent improvement in activity of garment grains. Continued weakness of horsehides and other competitive leathers keeps sheep depressed. Prices quoted around 23c but sales well below.

Glove Spotty

This county is marking time, waiting for the large glove buyers to place orders. Some jobbers buying

TIOGA OAK SOLE LEATHER

*the mark of
QUALITY.*



*... tanned
from the
finest
packer
hides
available*

**BENDS BELLIES
SHOULDERS
CUT STOCK**

*Also Specialty Leathers
for Belting, Hydraulics,
Textiles, Packing and
Strap Leathers.*

EBERLE
TANNING CO.
WESTFIELD,
PENNA.



The **CAMPBELLS** are coming ...
with the very finest
RING DRIVE WOOD HEEL NAILS
and
**MACHINE DRIVEN
RUBBER HEEL NAILS**



D. R. CAMPBELL MACHINE CO.
55 MILDRED AVE., MATTAPAN DISTRICT, BOSTON 26, MASS.
MANUFACTURERS OF HIGHEST QUALITY SHOE NAILS

but only on a bargain basis. Price still the guiding factor in all transactions.

As usual, ladies' weights are neglected. Most of business done in men's weight low priced leathers.

Suedes coming back. Men's greys of the domestic variety are offered at 36c, 33c and 25c. Some business being placed in all grades. Colors in men's offered at the same prices. Business, however, is spotty.

Pigskin prices hard to pin down. Top grades sell fairly well and bring a good price. Grades around 40c in

good demand for the pigskin-palm and the half and half glove. Other grades hard to move.

Sole Offal Same

Same situations holds true in Boston sole leather off market. Some what improved tone reported last week is less evident, mainly because buyers were away through mid-week at Leather Show. More interest at end of week but not enough to indicate actual trend.

Best activity still in bellies. Tan-

ners ask 25c tops for steer bellies, try to hold at this level. Selling range generally around 22-24c. Light single shoulders with head off hold around mid-40's although not too steady here. Heavy shoulders soft in lower 30's. Heads sluggish at 16-20c as are fore shanks. Hind shanks fairly quiet at 20c and below.

Calf Between Seasons

Despite fair activity in calf leathers reported at Leather Show, this remains in-between season for most calf tanners. Though most are fairly busy working on old orders, there is not too much doing for future delivery. However, the outlook is improved, according to tanners, who feel that lower prices and stimulus of Leather Show will promote needed business shortly.

Most encouraging sign is reviving interest in women's weight smooth calf at new lower prices. Price reductions of 6-8c per foot average in past couple of weeks have brought shoe manufacturers back into this market. Many who have not touched calf for a long time are again interested, particularly in the lower priced leather. Prices still around 78-80c and down for better lines. Best interest naturally at 60c and down.

Men's are still slow. The Navy bids, awarded to two shoe manufacturers at startlingly low prices, failed to result in business tanners hoped for. However, tanners feel prices are also low enough to revive interest here when the time comes. However, there are few signs of revival as yet. Prices for better grades around 97c and down but there is plenty of price pressure.

More interest reported in suedes. Bucko moving well at 35c and down. Other suedes fair at 90c and down for better grades.

Side Better

Although the trend has not yet had time to fix itself in local leather markets, Boston side leather tanners report improved business at the Leather Show but prices were mixed. Some tanners grasped at early offers and sold leather at comparatively low prices. One big side tanner reported holding out till last two hours of Show and then bringing in good business at his prices. On the whole, the price picture was far from definitive.

Coming weeks should tell the story. If hide market firms and shoe sales show expected pick-up, there will be a thriving leather business.

STORMWELT

"WEATHERSTRIPS" YOUR SHOES

STORMWELT

HOLDS THEM IN SHAPE

Stormwelt

ADDS CUSTOM STYLING

All-Leather STORMWELT is Made Exclusively by

BARBOUR WELTING COMPANY

BROCKTON 48 • MASSACHUSETTS






Huch

genuine shell cordovan — "the platinum of leathers" — for shoes, men's belts, military belts and holsters, and shark print cordovan for tips on children's shoes.

The Huch Leather Co.
1525 W. HOMER STREET • CHICAGO 22, ILLINOIS

KAYE & BARNES, INC. • 93 South Street, Boston FRED SCHENKENBERG • Dallas, Texas
A. J. & J. R. COOK, INC. • Los Angeles and San Francisco HARRY BLOCH • Havana, Cuba

Splits Muddy

Not too much doing on Boston splits market except in usual heavy suede splits which are wanted and have been for some time. These can be had at 45-47c level prevailing for many weeks. Different story on light suede splits, sluggish at 40c and down.

Lining splits slack now although still priced at 20c and down to 15c. Work shoe moderately active at 27c and below. Gussets draggy.

Welting Firmer

New orders small but fair backlog keeps most producers of regular Goodyear welting moderately busy. Prices, which fell too quickly according to many, now show firmness with about 8c asked for one half by one eighth inch stock.

Synthetic welting continues to hold most of stitchdown business. In cheaper welts and work shoes there is fair to good demand for plastic welting.

Kid Moderate

Kid leather tanners of Philadelphia report little change in business. Colored glazed in Spring shades, while tapering off, still sells in some quantities. Tanners hesitate to dis-

cuss Fall colors until they return from the Show with a clearer picture of what the demand will be.

In suede, there is still a steady, but small, business in black—mostly in the lower grades. White seems to have died down completely by now.

Most tanners report slipper leathers as dead, but there are occasional instances of some buying which may indicate the possibility that this year will show improvement over last. Linings fairly slow for the most part. No one reporting anything on crushed. Satin mats quiet.

Average List Prices

Suede 45c-95c
Glazed 35c-\$1.05
Linings 30c-60c
Slipper 35c-70c
Satin mats 69c-\$1.20
Crushed 35c-80c

Belting Draggy

Belting leather tanners of Philadelphia report that although there is a definite demand for the lighter weights in butt bends, business is generally slow as far as the other weights are concerned. Price quotations unobtainable—with tanners still claiming they are meaningless.

While shoulders are selling to welting men, they do not sell to waist belting men. Carriers are doing practically no business in shoulders. Aside from this, carriers are continuing to report fairly good business which is mainly concentrated on the lighter weights.

Philadelphia carriers have in some instances lowered their price lists; however, the figures as quoted show a lowered price on the medium weights, with a premium on the light and extra lights bringing those weights up to the price levels of the past few weeks.

AVERAGE CURRIED LEATHER PRICES
Curried Belting Best Selce. No. 2 No. 3
Butt Bends 1.22-1.35 1.18-1.30 1.14-1.20
Centers 12" 1.51-1.62 1.39-1.57 1.26-1.35
Centers 24"-28" 1.45-1.58 1.39-1.53 1.30
Centers 30" 1.39-1.52 1.34-1.47 1.29-1.39
Wide Sides 1.12-1.35 1.08-1.30 1.01-1.08
Narrow Sides 1.04-1.20 1.00-1.16 .94-1.00
Premiums to be added: Heavy—minus 2c-5c;
Ex. Heavy—minus 10c to plus 5c; Light—plus
10c-21c; Ex. Light—plus 25c.

Bag, Case and Strap Spotty

Market has turned quiet again. Selling quarters stated that demand was rather spotty and that orders seem to come in spurts. When interested, however, most buyers want top grade leather, which would indicate a preference in the demand for

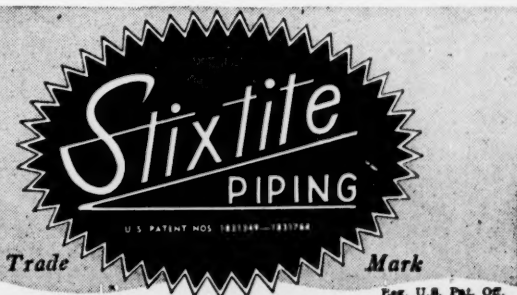
WINSLOW

KIDDIE CHROME
FULL CHROME TANNED
LAMBSKINS

WINSLOW BROS. & SMITH COMPANY

STORES: BOSTON, 97 SOUTH ST. • NEW YORK, 12 SPRUCE ST. • CHICAGO, 173 NO. FRANKLIN ST.

Always Remember:



UNITED STAY COMPANY, Inc. 222 THIRD ST., CAMBRIDGE 42, MASS.

BLACK HAWK COW AND HORSE SPLITS

In All Colors
FOR
WELDERS' EQUIPMENT
SHOE GUSSETS
WORK GLOVES
SOFT SOLE



**BLACKHAWK
TANNERS**
2171 S. FIRST ST.
MILWAUKEE 7, WISCONSIN

quality finished merchandise. For the best case leather, sellers are holding prices unchanged at 54c for 2½ ounce and 56c for 3 ounce descriptions.

Natural russet strap side leather held at steady prices starting at 60c down for top grade 4 ounce with a 3c spread between grades; 5 ounce strap at 62c down; 6 ounce at 64c down and up to 70c and down on 10 ounce. Colors usually 2c higher than regular russet. Glazed strap quoted 3c higher with B grade 4c less and C grade 6c less.

There seems very little done in C grade because top grade leather is generally wanted by most outlets at the present time. Purchases generally held to actual requirements and buyers say there is still no incentive to add to inventories.

Some tanners lists on 5 ounce natural russet strap sides start at 56c for A grade, 53c on B grade; others start 5/6 ounce No. 1 grade as low as 51c. The variance in prices, however, is often attributed to a corresponding variance in quality between the various tannages pertaining to finish, trim, method of selection, etc.

Work Glove Soft

Price situation in this market has developed an easier undertone. Buyers showing more caution during past ten days and some outlets revised their ideas downward following recent purchases.

In order to book new business in regular channels, sellers made concessions of about 2c and confirmed sales of LM weight at 15c for Top No. 1 grade, 14c for No. 2s and 13c for No. 3s. Sellers also were influenced to some degree by reports of business booked for government requirements down to 15c for top No. 1 grade LM weight. M weight alone quoted nominally 2c lower with No. 1 grade 16c, No. 2s 15c and No. 3s 14c.

Garment Same

Occasional sales of suede garment leather reported and prices for the present continue unchanged. About 36c seems to be top for small lots of good tannages with 31-32c covering the bulk of lately effected sales. Volume buyers have been talking as low as 28c but tanners not eager for business at such a low level.

Sellers asking from 32 to 34c for grain garment leather and some top quality tannages in small lots have sold around these prices. Down to 26c talked on a volume basis for average run productions.

No new developments reported in

THE OHIO LEATHER CO.

LUXOR

Calfeolors

**BLACK JETTA CALF
WASHETTE**
White and Colors

- OHIO LEATHER CORP. Boston
- 87 South St. New York City
- THE OHIO LEATHER CO., INC. New York City
- 2 Park Ave. St. Louis
- ARTHUR S. PATTON LEATHER CO. St. Louis
- 1602 Locust St. San Francisco
- LIEBMAN-CUMMING (Pacific Coast and Orient)
- 718 Mission St. San Francisco
- EDGAR A. HERTZ One Chesterfield St. Mayfair, London W.1, England (Export Director)

Tannery and General Offices
GIRARD, OHIO

A. H. ROSS & SONS

Since 1888
Specialty Leathers
Side—Horse
Well known Tannages
• **KLENZETTE**
• **ANILETTE**
• **ROSS-ETTE**
and the popular

**ORIGINAL
GENUINE
Kleenette**
WASHABLE
LEATHER

This tag attached to shoes
upheld with Kleenette

A. H. ROSS & Sons Co.
Chicago 22, Illinois

BOSTON: Merchant Livery
NEW YORK CITY: Bankart & Sonneton
PHILADELPHIA: Schenberg Leather Co.
SAINT LOUIS: Marx & Berry Leather Co.
MILWAUKEE: Edward A. Kallenberg, Jr.
LOS ANGELES: A. J. & F. C. Cain
CINCINNATI: J. J. Tracy

TANNER

SPECIALISTS in SPLITS

**SUEDE LININGS
SOLE & GUSSET**

GLOVE LEATHERS
HORSEHIDES
COWHIDES
SHANKS
BELLIES
DEERSKINS
MOCCASIN COWHIDE



A.L. GEBHARDT CO.

416 N. WATER ST., MILWAUKEE 1, WIS.
PHONE DIAL 8-6919
GERHARDT VOGEL TANNING CO.
706 W. OREGON ST., MILWAUKEE

horse hide leather. Around 33-34c still considered an average price basis for the current market although better grades still listed around 36-38c and down with the usual 2c spread between grades. Some say it is difficult to interest buyers at over 36c for top grade.

Tanning Materials Same

Tanning Materials relatively unchanged. Demand from tanners rather slow and sporadic. Tanning Extracts firm. Buying interest in Tanning Oils generally confined to current requirements. Prices unchanged.

Raw Tanning Materials

Divi Divi, Col., 42% basis shp't, bag \$ 75.00	
Divi Divi, Dom., 48% basis shp't, bag \$ 85.00	
Wattle bark, ton	
..... "Fair Average" \$105.00-\$106.00	
..... "Merchantable" \$101.00-\$102.50	
Sumac, 28% leaf	\$149.00
Ground	\$144.00
Myrobalans, J. 1's	\$52.00-\$56.00
Crushed \$76.00-\$78.00 J. 2's	\$45.00
R. 1's	\$52.00-\$56.00
Valonia Cups, 30-32% guaranteed	\$70.00-\$72.00
Valonia Beards, 42% guaranteed	\$86.00
Mangrove Bark, 30% So. Am.	\$52.00-\$54.00
Mangrove Bark, 38% E. African	\$81.00-\$83.00

Tanning Extracts

Chestnut Extract, Liquid (basis 25% tannin), f.o.b. plant	
Tank cars	4.25
Barrels, c.l.	5.10
Barrels, l.c.l.	5.42
Chestnut Extract, Powdered (basis 60% tannin), f.o.b. plant	
Bags, c.l.	10.92
Bags, l.c.l.	11.65
Cutch, solid Borneo, 55% tannin, plus duty	.08
Gambier Extract, 25% tannin, bbls.	.09 1/2 .12
Hemlock Extract, 25% tannin, tk. cars f.o.b. works	.0625
Bbls, c.l.	.06 1/2
Oak bark extract, 25% tannin, lb. bbls. 6 1/2-6 3/4, tks.	.06 1/4
Quebracho extract	
Solid, ord., basis 63% tannin, c.l. plus duty	.11 31/64
Solid clar., basis 64% tannin, c.l.	.12 3/16
Liquid basis, 35% tannin, bbls.	
Ground extract	
Wattle extract, solid, c.l. (plus duty) So. African	.11 1/4-.11 3/4
Wattle extract, solid, c.l. (plus duty) East African	.11 1/4-.11 3/4
Powdered super spruce, bags, c.l. 65 1/4; l.c.l.	.05 1/2
Spruce extract, tks., f.o.b. wks.	.01 1/4
Myrobalan extract, solid, 55% tannin (plus duty)	.10 1/4
Myrobalan extract, powdered, 60% tannin (plus duty)	.10 3/4
Valonia extract, powdered, 63% tannin (plus duty)	.9 1/2-.9 3/4

Tanners' Oils

Castor oil, No. 1 C.P. drs. l.c.l.	.35 1/4
Sulphonated castor oil, 75%	.30 1/2
Cod Oil, Ndd., loose basis, gal.	1.20
Cod, sulphonated, pure 25% moisture	.16
Cod, sulphonated, 25% added mineral	.14
Cod, sulphonated, 50% added mineral	.13
Linseed oil tks., c.l. zone 1	.185
drums, l.c.l.	.205
Neatsfoot, 20° C.T.	.37
Neatsfoot, 30° C.T.	.35
Neatsfoot, prime drums, c.l.	.185
l.c.l.	.195
Neatsfoot, sulphonated, 75%	.240
Olive, denatured, drs. gal.	.18
Waterless Moellon	.16
Artificial Moellon, 25% moisture	.12-.13
Chamois Moellon, 25% moisture	.14 1/2
Common degrass	.27 1/2-.29
Neutral degrass	.13
Sulphonated Tallow, 75%	.09
Sulphonated Tallow, 50%	.12-.14
Sponging compound	.17
Split Oil	.17
Sulphonated sperm, 25% moisture	.16
Petroleum Oils, 200 seconds visc., tks., f.o.b.	.14
Petroleum Oils, 150 seconds visc., tks., f.o.b.	.16
Petroleum Oils, 100 seconds visc., tks., f.o.b.	.14

KORN LEATHER COMPANY

TANNERS OF

Splits

FOR EVERY PURPOSE

Side Leather

MEN'S AND WOMEN'S
IN THE POPULAR PRICED RANGE

PEABODY, MASS., U. S. A.

ONCE-THEN ALWAYS

Transmission, Bridle, Strap
Hydraulic Leathers
Oak, Chrome, Combination Tan

HANS REES' SONS

39 Frankfort St.
New York 38, N. Y.

Tannery at
Asheville, N. C.

SUPEREES-the superlative leather!

IRVTAN
LEATHERS

*Sides * Splits*

experience
dictates...

SETON LEATHERS

VERONA

DURONA

White
ZEPHYR
BUCK

SETON
PATENT

SETON LEATHER CO. NEWARK 4, N. J.

HIDE MARKETS UNDECIDED BUT WEEK PROVES EVENTFUL

Opening of Hide Futures, Leather Show Results Prove Encouraging

Hide and skin markets generally displayed a steadier undertone. Speculative interest shown in packer native hide selections from time to time depending upon action in the futures market. Some tanner interest also indicated in most items at unchanged prices.

While resumption of trading in hide futures held the spotlight Monday, developments at the New York Leather Show came in for considerable attention. A large attendance at the Show indicated good interest for most types of leather but buyers' ideas were frequently expressed at rather low prices. Orders were booked, of course, but tanners at the show found prices often unsatisfactory when replacement costs were taken into consideration.

Hide futures more or less reflected this development, easing on Wednesday following a rather strong opening Monday and advances scored on Tuesday.

Activity in the big packer spot hide market was not very brisk but some business developed in heavy native steers at 12½¢ for river points with late trading including St. Paul productions of low grub content at 13¢.

In the small packer market, a few more cars were sold this week on basis of 13½¢ for 50 lb. avg. and at 14¢ for slightly lighter descriptions such as 48 lbs. Tanners were reluctant to reach above these prices even though some sellers asked a half cent more for new business. Heavier hides hard to sell even at last trading levels, it was said. Lighter hides received spotty demand.

Big Packers Slower

Of paramount interest to hide trade this week was reopening of the hide futures market. Trading in a new contract began on Monday and while prices opened on a relatively low basis, business in most options was fairly brisk. Closing was strong and, upon resumption of trading Tuesday, hide futures scored advances on trade and commission house buying, in-

fluenced by reports of slightly improved leather business and slowness of big packers to put out new lists of offerings this week.

Big packer market got off to a slow start this week. Of course, all four big killers as well as most larger independent packers improved position on unsold holdings last week, were no longer pressing for new business. Broad-scale buying in the preceding week was regarded as very encouraging in hide trading quarters and led to belief that the long decline in prices may be checked, at least for the time being.

Some tanner interest for most selections of big packer hides at steady prices at mid-week. In addition, some interest of speculative character in native selections attributed to hide exchange operators.

One big packer late Tuesday sold 3,000 River heavy native steers to tanners at 12½¢ considered a half cent advance in some quarters as most tanners had been naming bids of 12¢ for the River points and 12½¢ for St. Pauls. Heavy native cows at steady prices of 14½¢ for River points, 15¢ for Chicago and 15½¢ for St. Paul low grub productions; interest at the higher figures from specialty tanners.

Upper tanner interest in light cows tends to lag and not very many of these have been sold lately. A large independent Iowa packer sold 1,200



Time-Tested

FORMULAS

"LET LINCO PRODUCTS
HELP YOU MAKE BETTER
LEATHERS AT LOWER COST"

**L.
H.
LINCOLN
and
SON
INC.**

**COUDERSPORT
PENNSYLVANIA**

HATES
•
LEATHER FILLERS
•
SOLE LEATHER
FINISHES
•
SPONGING AND
WASHING COMPOUNDS
•
TANNERS' SUGAR
AND LIME
•
COLLOIDAL CLAYS
•
CHEMICALS

HIDE FUTURES

COMMODITY EXCHANGE, INC., FUTURES MARKET

	Close March 10	Close March 13	High For Week	Low For Week	Net Change
July	17.05T	16.80B	17.70	16.00	-25
October	16.90T	16.70T	17.35	15.85	-20
January	16.65B	16.65B	17.25	15.90	—
April	16.55B	16.65B	17.10	15.80	+10
July	16.35B	16.70T	16.70	15.60	+35
Total Sales: 377 lots					

HIDE AND SKIN QUOTATIONS

	Present	Week Ago	Month Ago	Year Ago	New Ceilings	
Heavy native steers	12½	12	-12½	13	-13½ 33½-34	28
Light native steers	16½	17	-17½	20	37½	31½
Ex. light native steers	18½-19		19½	21½	40	34
Heavy native cows	14½-15½	14½-15½	15½-16½	34½-35		29
Light native cows	16½-17½	16½-17½	16½-18½	37	-38	31 -32
Heavy Texas steers	11½	11½-12		12	31½	25
Butt branded steers	11½	11	-11½	12	31	-31½ 25
Light Texas steers	15	15½N		17N	35½	29½
Ex. light Texas steers	17	18N		18N	36	-38½ 32
Colorado steers	10½	10	-10½	11	30½	24½
Branded cows	14	-14½	14	-14½	15	34 -34½ 28½-29
Native bulls	11	-11½	11		11	24 -24½ 20
Branded bulls	10	-10½	10		10	23 -23½ 19
Packer calfskins	25	-35	27½-37½	32½-37½	77½-82½	65
Packer kipskins	25	-30N	24	-31	26	-31 58 -60 50

butt branded steers at 11½¢ and 800 Sioux Falls branded cows at 14¢ and there were indications more could be sold at these levels. Colorado steers had some call at 10½¢, speculative operators showing interest. Ex. light and light branded steers sold at 17¢ and 15¢ respectively.

Small Packers Fair

Some interest in small packer hides this week at latest trading levels but sellers not quite so eager to accept new business even though available supplies were reported to be fairly liberal. Tanners were not aggressive and besides watching developments on the hide exchange, were also hoping that the Leather Show in New York would bring some orders for finished material. There seemed to be an improved sentiment in the small packer hide market stemming from business done last week and fairly broad tanner buying.

Lighter weight hides in the southwest seemed to have steadied for the time being with a range of 16-17¢ quoted for Texas productions averaging around 40-42 lbs., flat fob, shipping points. Some 43 lb. avg. hides moved at 15½¢ and some sellers holding for 16¢. In the midwest, 43-50 lb. avg. hides sold at 14¢, 50 lb. avg. at 13½¢ and 50-52 lb. avg. around 13¢ in last reported trading. The 60-62s were last reported sold at 11½¢ selected.

Country Hides Steadier

This market has been showing a steadier undertone. A little more interest from tanners this week and some business involving very good quality country allweights averaging 43-50 lbs. at 12¢ flat trimmed fob, shipping points. Previously, a few cars changed hands late last week comprised of 43-50 lb. avg. mostly renderers at 11½¢ while mixed good renderer and butcher lighter hides averaging 43-44 lbs. sold at 12¢.

On less desirable country hides from distant sections with high freight costs, some tanners unwilling to pay much over 11-11½¢ and recently bought some lots within that range it is said. Some interest in glue hides around 9-10¢, depending

upon quality, average weight, etc. Some 42-43 lb. avg. No. 3s sold at 9½¢.

Calf and Kip Move

Scattered sales by big four packers within the ten days involving various combinations of calfskins, trading involving St. Paul and Winona heavy calf at 35¢ with lights at 27½¢; Wisconsin productions at 30¢ for heavy and 27½¢ for light; St. Louis light at 25¢ and River points heavy and light calf at 32½¢ and 27½¢. One big packer sold 1,300 February river calf, heavy 32½¢ and light 27½¢; also 2,000 small plant calf, heavy at 35¢ and light 27½¢. These prices were considered steady.

Market for kip skins quiet. Last reported sale involved a car of about 2,000 northern overweight kip at 25¢. Regular kip nominal and some buyers inclined to talk lower on these or around 27½¢. Packer regular slunks remain quiet and nominally unchanged at \$1.55 based on last sales.

Horsehides Easier

Not been very much activity in small packer and country skins. Small packer calf obtainable around 24-26¢ depending upon average weight and small packer kip considered top at last paid price of 22¢. In carlots, country calf offered at 17¢ and country kip offered at 16¢ brought return bids generally 2¢ less. Some less than carload lots of mixed country calf and kip sold at 12½¢ and 13¢.

Purchases of horse hides made at a lower basis, tanners obtaining good trimmed northern slaughterer hides at down to \$6.50 fob, as compared with earlier business at \$6.75. The market has a soft undertone as there is not much buying support at lower basis and a number of tanning outlets are inclined to name buying ideas as low as \$6.00.

Untrimmed whole hides of good northern slaughterer type production held at \$7.50-\$7.75 fob. Dealers doing business in cut stock find tanner acceptance very slow at last prices realized.

Fronts not moving well and sellers offer some very good quality lots now at \$5.00-\$5.25 but find response from

buyers rather poor even at the inside price. Butts, 22" and up, weaker and some sellers have been shading recent asking prices, indicating under \$2.00 would be taken while buyers' limits now around \$1.75.

Sheep Pelts Steady

Steady business in shearlings and clips. Some packers report it difficult to interest mouton fur tanners in clips at better than \$3.50 while No. 1 shearlings bring around \$3.10. A few choice lots held at slightly higher prices but above prices seem to cover the bulk of recent sales while No. 2s brought \$2.25 and No. 3s \$1.65.

Wool pelt market has eased further on sales of current productions within the range of \$3.55-\$3.65 per cwt. liveweight basis and as low as \$3.50 each for one car of good small packers' pelts from 103 lb. avg. westerns and slightly over 90 lb. average natives. Full wool dry pelts offered at last trading basis of 23¢ but some buyers talk down to 25¢ now.

Buyers also talking down to \$9.00 for some productions of pickled sheep and lamb skins following recently effected sales at \$10.00 per dozen. Reports of sales at \$9.50.

Goatskins Mixed

Not many changes reported over past weeks. However, there is some business and many expect more if and when kid leather sales spurt. Leather price situation once again favorable to buyers.

India Amritsars, 1200 lb., moved at \$7.50-\$8.00 per dozen, c&f. Pakistan Amritsars reported held at \$8.50 and up. Not much doing at higher levels. Coconadas quiet — shippers ask \$9.00 for 1.70/1.80 lbs. Others quiet and firm.

Genuine Batis steady — sales at \$11.50 for 115 lb. skins. Bati types around \$9.00 and reported steady. Berberahs last sold at \$8.75 ex dock for 105 lbs. Addis-ababas still quiet. Nigerian offering small. Some mixed 95 lb. skins last sold at \$1.00 per lb. c&f, basis Red Kanos primes. Mombasas slow; sales reported at \$7.85 to \$8.40. Capes also quiet.


ESTABLISHED 1870

WRINGER FELTS

for your: Stehling Continuous Feed Leather Wringer Machine
Stehling Combination Putting Out and Leather Wringer • Quirin Wringer

F. C. HUYCK & SONS • KENWOOD MILLS • RENSSELAER, N. Y.

For long life and best all-round results
specify **KENWOOD WRINGER FELTS**



HERE IT IS 1952 and WE'RE STILL IN DEBT

WE'LL be in debt the rest of our lives, and let's hope we leave our children in debt (to us), too. No, I'm not talking about bank notes or Treasury Bonds, or even the bills we hope to pay by the Tenth of January. The truly big debts we owe can't ever be paid off . . . we just have to try to keep up the interest payments!

If we had to list our "accounts payable," it would be almost an endless task. An "I O U" to Job for his lesson in patience. A terrific bill from Michelangelo. Heavy obligations to Chopin and Bach. How could we settle with Abe Lincoln for his integrity or Will Rogers for his human warmth? We even owe Judas and Hitler and their spiritual cousins a great deal because they demonstrated what *not* to do! The daily sacrifice of the Nuns, and the Nurses and the Doctors deserve a payment in selflessness that few of us can meet. Smiles and cheery Hello's we get on the street every day are enough to keep our bank account completely overdrawn!

No, we couldn't possibly pay back what we owe *people*. The old creators. The new creators. The Statesmen. The Prophets. Our mothers and fathers. The folks who share our joys and our burdens; our friends. Our wives and husbands. And, besides people, we are indebted to our dogs and cats and horses for their love and companionship.

Thank God we owe these things. And may He guide us in our attempt to make speedy payment with our generosity, our kindness, our helpfulness and our love for each other.

Sam Sullivan

Operating: Richter's Shoe Dept., Hachar's Shoe Dept., The Scooti Shoe Store,
The Vogue Shoe Dept., Farragut Shoe Department. In LAREDO, TEXAS

ARKOTAN®

Highly efficient tanning assist adaptable for vegetable, chrome, alum and formaldehyde tannages.

Imparts silky grain to the leather with increased roundness and improved tensile strength.

Can be used as a mordant with excellent results on calf, side and glove leather.

A perfect pre-tannage for shearings.

Produces a clean, white leather when used in conjunction with chrome in the tannage and as a bleach on top.

- Information, samples or demonstration upon request.

Arkansas Co., INC.

MANUFACTURERS OF INDUSTRIAL
CHEMICALS FOR OVER 45 YEARS
NEWARK, NEW JERSEY



Cush-n-Fit SPONGE RUBBER

Sheets—For insoles and fillers
Molded Pads—Metatarsal, arch and heel
Special Molded pads to your specification

Write for samples and catalogue of complete line

Davidson RUBBER CO. BOSTON 29, MASS.

FAIR TRADE RULING SOUGHT IN CONGRESS

Auction Would Affect Shoe Manufacturers

The House Commerce Committee is on record today in favor of legislation authorizing the states to go ahead with their historic "fair trade" statutes and to enforce them.

The committee action, which is of importance to shoe manufacturers, now goes to the full House for action, and then to the Senate.

If action is completed, and the measure becomes law, the chief effects would be these:

1—Manufacturers, acting under states statute, would be permitted to set minimum price for resale of their products by retailers.

2—The minimum prices could apply even to retailers refusing to sign an agreement with the manufacturer.

3—Retailers could be bound to observe the minimum price, if the state statute and agreement with the manufacturer called for it, even in sales across the state line.

The fair trade and minimum price practice has been in effect for many years, under specific legislation from Congress giving the states a go-ahead. About 45 states have been operating with fair trade laws.

Last year, a U. S. Supreme Court decision called the fair trade statutes unenforceable, an action which touched off a price-cutting wave on brand name products, which became headline news. The court said the fair trade laws were not exempt from federal antitrust legislation.

The Commerce Committee action serves to restore things to where they were before the high court decision. A good deal of controversy exists on the point, however.

In fact, a second House Committee, the Judiciary unit, is completing hearing on the same subject. The chairman of the committee, Representative Emmanuel Celler, D., N. Y., has lined up as witnesses, mainly opponents of the fair trade system.

Within the federal government, there is confusion, too. Thus, the Justice Department has displayed little friendliness toward the fair trade laws, but they received a vigorous defense from Secretary of Commerce Charles Sawyer, both in representations to the Commerce Committee and in a public statement greeting the committee action.

Extra Eye and Buy Appeal...



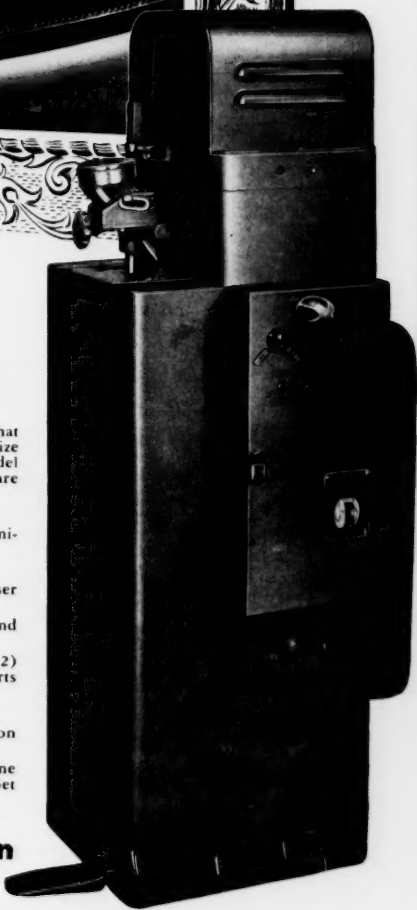
in Your Shoes with THE NEW GOODYEAR WELT Indenting Machine—Model C!

Clean, sharp, uniformly placed indentions on the welt will do for the shoe what the frame does for a picture — set it off to best advantage. When you modernize your indenting equipment with a Goodyear Welt Indenting Machine — Model C, you get a machine that has all these improvements over the machine you are now using.

- Improved simultaneous pressure and feed result in improved quality.
- Clearer, deeper indentations — elimination of forcing by operator gives uniform spacing and depth.
- Welt and inseam straining minimized.
- Improved wheel guard gives clearer view of work — permits wheeling closer to upper.
- Damage to upper minimized — wheel stationary until work positioned and pedal depressed.
- Less operator fatigue because (1) heavier work table absorbs vibrations (2) less foot pressure required (3) angular mounting of shoe-contacting parts assures easier feeding.
- Heel seats can be wheeled without change of fittings.
- Wear greatly reduced — automatic splash oiling results in smoother operation — lower maintenance costs.

For better results and low maintenance, the Goodyear Welt Indenting Machine — Model C deserves a prominent place on your equipment replacement list. Get complete details from your United representative.

United Shoe Machinery Corporation
BOSTON, MASSACHUSETTS





CELASTIC* gives Postman FIRST CLASS Comfort!

*(Toe Linings stay Tight and Unwrinkled after
Two Years Wear—in All Kinds of Weather)*

Like policemen, salesmen and others who must earn a living on their feet, the postman appreciates maximum comfort in his shoes. With Celastic he gets this comfort in the toe area, because linings are smooth and the box toe holds its shape for the wear-life of the shoe.

The sure union of lining, box toe and doubler produces tight wrinkle-free toe linings, and brings a measure of quality to your footwear that will be reflected in loyalty to your brand name.

Build Celastic into your shoes — it pays.

UNITED SHOE MACHINERY CORPORATION

BOSTON, MASSACHUSETTS



Here's an unretouched "cutaway" photo of a shoe worn by Mr. Claude L. Voorhies, a postman of Nashville, Tenn. Mr. Voorhies states: "I wore these shoes for two years on my mail route, covered eight miles a day and at no time suffered toe discomfort due to loose and wrinkled toe linings".



*Celastic is a registered trademark of the Celastic Corp.

News Quicks

About people and happenings coast to coast

Massachusetts

- **Winston Stitching Co.** has opened offices at 52 Washington St., Haverhill. The company will do contract stitching. Another plant is located in Salem.
- **Dunbar Products, Inc.**, has been organized to handle shoe fabrics at 179 Lincoln St., Boston. Robert Raphael is president.
- **John A. Frye Shoe Co., Inc.**, Marlboro, will pay further and final dividend of 10 percent to all unsecured claims prior to Dec. 1, 1949, bringing the total to 55 percent, it is reported. Present plans also call for a new kind of five percent non-cumulative, non-voting second preferred stock to be issued on the basis of one share of new in exchange for four shares of the old preferred. Donald B. Ireland, president and treasurer of the firm, has agreed to raise \$50,000 in new capital in order to consummate the plan.

- **Murray Leather Co.**, Woburn, is facing a complete shutdown unless its present inventory of finished leather is marketed shortly. The firm has been closing down the various departments after hides in process have passed through. Present outlook for the tannery, which produces side leathers, is not too encouraging, according to company officials.
- **Mrs. Barbara Fog** has been appointed fashion director of Laird, Schober & Co., Inc., women's shoe manufacturer.
- Shoe pattern manufacturers, members of the **National Shoe Pattern Manufacturers Association**, held a luncheon meeting on March 11 at the Waldorf-Astoria in New York City. Members present were from shoe centers in St. Louis, New England, New York and Columbus. A program to promote better consumer understanding of the shoe pattern industry was inaugurated and will become one of

the Association's main activities for the year. John Barcheski of Bedford Pattern Co., president of the group, presided.

- **Albion R. Davis**, comptroller and assistant treasurer of American Hide and Leather Co., Boston, for over 17 years, has been appointed regional accounting officer for the Office of Price Stabilization. Davis has already assumed his new duties.

New York

- **Lois Ingalls** has resigned as sales promotion director of I. Miller & Sons, Inc., Long Island City. She has been with the firm since March of last year.
- **Melco Footwear, Inc.**, New York footwear manufacturer, is reported in financial difficulties and the business is being liquidated by a creditors' committee. Liabilities are stated as loans, \$49,000; accounts payable, \$25,000; and taxes, \$6,000, while assets are \$5,500 accounts receivable and \$15,000 plant.
- **Famous Slipper Co.** has been organized by Ralph Silverberg to manufacture slippers at 174 Wooster St., New York City.

BANKING CONNECTIONS

While we are, of course, constantly looking for new business, it is never our intention to disturb satisfactory relations elsewhere. If, however, any change or increase in banking connections is contemplated, we would like very much to be kept in mind. We welcome opportunities to discuss banking or trust matters at any time.

State Street Trust Company

BOSTON, MASSACHUSETTS

*MAIN OFFICE: Corner State and Congress Streets

Union Trust Office: 24 Federal Street

*Copley Square Office: 587 Boylston Street

*Massachusetts Ave. Office: Mass. Ave. and Boylston Sts.

*Night depository service available

Member Federal Deposit Insurance Corporation

Artisan Controlled LEATHERS

- **WATERPROOF**
- **Upper Leathers**
- **CHROME RETAN**
- **Sole Leathers**
- **MECHANICAL**
- **LEATHERS**
- **LATIGO & LACE**
- **Write, Phone, or Wire us for Quotations**

MANASSE-BLOCK
TANNING COMPANY
BERKELEY BERKLETON CALIFORNIA

• **Andrews-Alderfer Co., Inc.**, of Akron, O., has named **Pleaver Backing Corp.** of Long Island City as authorized combiner of its new foam latex product for the shoe industry—Andal. Pleaver exhibited shoes of different construction showing the adaptability of Andal with various backings at the Allied Products Show in New York.

• **Herman Leff** has joined Grayson Footwear, Inc., Brooklyn, as head of the sales and promotion departments. Leff was formerly production head of Turian, Inc.

• The **New York Quartermaster Procurement Agency** has announced it will make available to interested publications award details on military contracts in excess of \$250,000. For more than a year this information has been withheld on the grounds that the national security was involved.

• **H. Schwartz Leather Co.** is reported open for business at 145 West 30th St., New York City. Herbert Schwartz is principal.

• Eighteen shoemen—all with many years of experience in the field—have joined forces in a new venture called **Step-Lite Footwear, Inc.**, with offices at 127-129 91st Ave., Richmond Hill, where they will produce better grade Californias and cork clogs. Principals are Arthur Goldman, president; Morris Grossburg, vice president; Joseph Lombardi, secretary; Arthur Ballarionio, treasurer; and Meyer Goldman, superintendent and office manager. Production was started on March 1.

• **General Dyestuff Corp.** of New York has announced the release of a new circular entitled AP-23—Supramine XA in the Leather Industry. The circular describes applications and uses of Supramine XA, a complex

phenol-sulfur condensation product which functions primarily as a penetrating, leveling and toning agent in the application of acid, direct and chrome dyestuffs to leather.

• **A. E. Nettleton Co.**, Syracuse manufacturer of high-grade men's shoes, has appointed Barlow Advertising, Inc., also of Syracuse.

• **Commonwealth Color and Chemical Co.**, New York, has appointed Picard Advertising Co.

• Total net sales of **Melville Shoe Corp.** for the four weeks ended Feb. 23 were up 16.5 percent with a dollar volume of \$5,557,669 as compared with \$4,769,918 in the same period of 1951, according to Lester Fallon, executive vice president. Retail sales in the company's Thom McAn and John Ward stores were \$3,832,573 against \$3,819,412, a gain of 0.3 percent. Thom McAn men's dress shoes, the company's major item, were down an average of \$1.00 at retail from Feb. 1951. Retail unit sales were up substantially in the period although still slightly lower for the year to date.

• **Dr. A. Posner Shoes, Inc.**, launched a new half-hour television show for juveniles, aged three to 13, on March 9 in New York. The show, called "Kiddie Kollege," is heard every Sunday at 12:30 p.m., over Station WABD.

• **David H. Pintow** is celebrating his 25th year with **Edmond Weil, Inc.**, New York hide and skin dealer and importer-exporter. A native of Massachusetts, Pintow began work in Weil's hide cellar some 25 years ago. He has worked in all branches of the business and has traveled extensively for the company. During World War II, he was with the Navy for two years.

• **Clyde D. Marlatt**, who recently retired from Martin Dennis Co., division of Diamond Alkali Co., is now secretary-treasurer of the Dry Color Manufacturers Association, the National Association of Glue Manufacturers, and the Processing Oils and Chemicals Association. His offices are at 55 West 42nd St., New York City.

Missouri

• **J. V. Helmbacher**, superintendent of Brown Shoe Co.'s Festus plant for the past two years, has been transferred to the company's St. Louis office. He has been succeeded at the Festus plant by **A. Eldon Courtney**, assistant superintendent of the Murphysboro, Ill., plant for the past year.

CONTRACT TANNING of SPLITS and SHEEP

AGENTS

GEO LIMON TANNING CO.
Peabody, Mass.
A. J. & J. R. COOK CO.
San Francisco, Los Angeles
WALTER HARDTKE
Milwaukee
BIRON & CAHN
New York



CONTRACT FINISHING of ALL KINDS

AGENTS

JOSEPH B. AYLOR
Cincinnati
J. S. NORMANDE
Fort Worth
GEORGE J. EBERLE
St. Louis
WOLF INTERNATIONAL
INC.
Milwaukee

There are

50 YEARS of tanning experience behind
CREESE & COOK
FINE LEATHERS

Sole Selling Agents

HEBB LEATHER COMPANY

112 BEACH STREET

BOSTON 11, MASS.



• **William Rodgers** of Cape Girardeau has leased a plant in Chaffee for the manufacture of medium-priced women's shoes. Operations are scheduled to begin shortly with some 40 workers employed. Close to 100 will be employed for full operations.

• **Bobbie Gans** has been named head of the Conaway-Winter Co.'s new women's style department. The St. Louis pattern firm has added the new service for shoe manufacturers, according to Frank Winter.

• **Deb Shoe Co.** is presently building a new plant at St. Clair, where it will produce some 2,500 pairs of women's shoes per day. The company also has plants at Owensville and Washington. Addition of the new plant will bring Debs' total production capacity to 9,000 pairs daily, according to Jack Altman, president.

• Inventory of **Greenbrier Shoes, Inc.**, Clarence shoe manufacturer, has been sold by assignee and proceeds used to pay off part of prior claims, it is reported. Distribution to creditors is expected to begin around Sept. 1. Machinery has not been sold but leased to Bloom-Ease, Inc., of Minneapolis, Minn.

Tennessee

• **E. DeVaugh Woods**, auditor of General Shoe Corp., Nashville, has been added to the board of directors. All other directors were re-elected at the annual meeting of stockholders with Maxey Jarman, chairman, presiding. Woods has been with the firm since 1938 and became auditor in 1951.

Connecticut

• Lasting room foreman **Frank Siragusa** has joined the executive staff of Sherman Bros. Shoe Mfg. Co., South Norwalk. He was formerly associated with Dianafix Corp., Paterson, N. J.

Massachusetts

• Cutting room foreman **Robert Miller** has left Nova Shoe Co. of Haverhill. Miller was formerly with Avon Shoe Co. in Brooklyn and went to the Nova plant when it was opened by Avon.

Ohio

• **Fred O'Flaherty**, director of the Tanners' Council Laboratory at the University of Cincinnati, has been elected first vice president of Livestock Conservation, Inc.


• **Ray Sollis** has been appointed superintendent of the U. S. Shoe Corp. plant in Chillicothe. Sollis has been in the shoe manufacturing industry for the past 25 years and was formerly with Hamilton Shoe Co., St. Louis. He succeeds Ernest Valle.

• All officers and directors of **H. C. Godman Shoe Co.**, Columbus shoe manufacturer, have been re-elected. They include **J. O. Moore**, president; **J. L. Davis**, vice president and treasurer; **N. E. Smith**, vice president and secretary; **U. L. Dubois** and **B. H. Crompton**, vice presidents; and **H. W. Howe**, assistant treasurer and assist-

ant secretary. The Messrs. Moore, Davis, Smith, Dubois and Howe were also named officers of Miller-Jones Co., Godman subsidiary.

Illinois

• Workers at **Monogram Footwear, Inc.**, Trenton footwear manufacturer, have been awarded a four and one-half percent wage increase under terms of a new agreement reached by officials of the firm with Boot and Shoe Workers Union, AFL. The company, which has been in Trenton for the past six years, now employs 300 workers. Archie Bregman is president.



LIQUID
QUEBRACHO
EXTRACT

for shipment from our Chicago plant

ARTHUR C. Trask CO.

1103 S. LASALLE STREET • CHICAGO 9, ILLINOIS

CABLE "ACTRASK" TELETYPE CG1470

SHOEMANSHIP

(Continued from Page 8)

they may well reduce the per capita purchases of men's and women's shoes in the '50s. This is because, historically, the average family has shown a tendency to spend less for men's and women's shoes, if and when it spends more for children's.

This year, there will be 34 million children under 10 years of age, compared with a little over 22 million in 1940 — an increase of about 55 percent. Certainly, the amount of their shoe purchases will be a factor in the shoe budgets of several million families. And certainly there will be a large number of children all through the '50s.

More Children's Shoes

You who are making children's shoes are bound to sell more pairs in the next few years. You won't need to worry too much about a decline in per capita buying if your total remains high. Yet, perhaps—in the interests of the future — you should do a little worrying. When the recent high birth rate no longer assures high total pairage, you will be up against the same problem. So you have a real stake in any program that looks toward an increase in per capita sales.

Obviously, what the shoe industry needs is just a little larger share of the family's budget. We must make shoes more important as an item of apparel and personal usefulness. If we do not find a way to do this, both men's and women's shoes are likely to suffer in the next ten years. Real "shoemanship" will be required if the per capita rate is to be held up during the '50s—to say nothing, for the moment, of an increase. When I say "shoemanship" I mean not only the shoemaker's traditional ingenuity

in manufacturing desirable merchandise, but also a proper degree of "showmanship" in presenting that merchandise.

Let's consider men's—a classification that has been pointing up the problem for several years. First, there has been a gradual per capita decline in men's pairs since the early '40s. Secondly, we now have the prospect of something like 3½ million men pulled out of the civilian population for military service, during most if not all of the '50s. Bear in mind that these men amount to about six percent of all men who might buy civilian shoes. Before their removal from civilian life, they undoubtedly purchased more than six percent of all men's shoes—since they are young men whose per capita purchases are customarily above the average of the male population as a whole. In fact, the absence of these men from civilian life is in itself enough to account for some part of the recent lower per capita figure—since that figure is necessarily based upon men who average to buy less pairs per year.

Seasonality Important

So, those who are manufacturing men's shoes have a double reason for endeavoring to increase the number of pairs purchased by the individual man—to make up for the loss of a part of the civilian market, and to check or reverse the trend of the '40s.

What is the quickest way to do something about it? The recipe offered by the National Shoe Institute is undoubtedly the best one—namely, the emphasis on seasonality. Personally, I would like to shift the emphasis just a bit from the season itself. I would like to talk about "the suit," rather than the "season." I would like for us to tie our appeal

definitely to the kind of clothing the man is wearing. "Summer shoes for a summer suit." Simple and obvious! But you have to be simple and obvious—if you want to influence any large part of 55,000,000 men. If we could make sure that in 1952 every man who puts on a light-weight summer suit also puts on a pair of summer shoes, we would bring men's per capita consumption back to pre-war levels at one stroke! Seventy percent of the men in one of the largest urban areas in the East own no summer shoes today—and that is typical of all areas.

Here is something big enough to justify concentrated fire by all of us who make or sell men's shoes. If we can put across this one idea, we will reverse the present trend.

Now, of course, if we shift emphasis from the season to the suit we temporarily disregard the man who may wear the same suit the year round, and who *also* might be persuaded to buy a pair of summer shoes. Well, in the interests of getting a sharply directed appeal, I would be willing to let that man go until 1954 or 1955. Anyway, the clothing people may catch up with him by that time—and if so, he automatically comes within our sights!

"Summer shoes for a summer suit" is obvious to all—to the man who is wearing them, and is encouraged to keep on doing so, and to the man who isn't. It's obvious to his wife, or his girl. It's simple enough for every shoe salesman to use and understand. It's not "talking about the weather" except by inference. It's talking about good style—the *proper* thing to do.

Of course, we can ring the changes on this. For example, "any summer suit looks better with summer shoes" or "your summer suit wakes up when

LEATHER

YESTERDAY — TODAY —
ALWAYS

DERMABATE

COMPOUNDS AND LIQUID EXTRACTS
AMERICAN EXTRACT CO. PORT ALLEGANY, PA.

it gets summer shoes." No matter what we say, let's keep the emphasis on style—not the weather—and keep the summer suit in the picture.

I am visualizing this as something that could be hammered home by every manufacturer and retailer of men's shoes. It can be done in different ways; it can be done subtly; it can be done bluntly; it can be done by photographs, or by written words; in windows, and through the suggestion of retail salesmen.

As a matter of fact, I would sincerely hope that it might be done in as many different ways as possible. The central theme can be the same; but there can be as many different statements of it as there are sellers.

Incidentally, it seems to me that we don't have enough variety in the day-to-day presentation of our merchandise to the public. For example, I would say that during the past few years, the promotion of men's fall and winter shoes has fallen into a terrible rut. I could hold before you here a dozen men's shoe ads of recent date—and I am sure that if I had previously switched the names and the prices in the ads, you wouldn't know the difference. They all are saying about the same thing: They all have quality, style, value and comfort. I personally do not doubt it for a moment. But I doubt whether all of this is doing anything to stir more interest in shoes, or to encourage men to buy more pairs of shoes.

Ads Miss The Boat

These ads present no reason to you for buying a pair of shoes now—or even one day before you feel compelled to buy. They merely say that if and when you are ready to buy a pair of shoes, this one will be fine. It might be considered as strictly competitive advertising—except for the fact that it isn't very good competitive advertising. There is more difference in the regular lines of shoes that we in this room offer for sale than will be found in cigarettes, or bread, or beer, or a dozen other products that I could name. That variety in the shoes is not adequately reflected in their public presentation.

What does this sameness mean in terms of consumer attention? For one thing, it encourages the consumer to pass by with a mere glance unless he is actually on the point of making a purchase. If he thinks anything at all as he sails by, he thinks "just another shoe ad." It isn't anything to engage his interest, to stop him

for a moment, to remind him of some reason for buying shoes *before* he absolutely needs to buy them.

From what I have said, you may judge that I am not very strong for any sort of a paid advertising campaign by the industry. In my opinion, the manufacturers and distributors of shoes can best work toward higher shoe sales by individually doing an intelligent and distinctive job in selling their own merchandise.

I do not mean to imply by this, however, that some additional all-industry effort would not be worthwhile. I believe that it may be. I am not sure exactly what form this effort might take. Here is a very tentative suggestion:

Suppose there were an all-industry Planning Committee set up for the purpose of defining as exactly as possible the ways and means by which an increase in per capita shoe consumption might be accomplished. (Perhaps there should be three committees—for men's, women's, and children's. Or perhaps men's alone—where the problem is more acute—should be tackled first).

The principal function of such a committee would be to arrive at a set of concrete recommendations which could be transmitted to every member of the industry, or a particular section of it. In effect, the committee would be setting up the industry's basic strategy and then stating how individual firms in the course of their own merchandising and promotion, can aid in carrying out that strategy. It would be up to each firm to adopt as much or as little of the industry's "chart" as it considered sound, in its own interest. I have no doubt that, if a thorough job had been done, all firms would find some of the suggestions immediately useful. Thus, we would get a coordinated industry campaign, with more variety and greater effectiveness than any industry "cooperative advertising" could be.

In the study leading up to such a "chart," the committee would undoubtedly need some expert technical assistance. If we visualize this as a three-part analysis—statistical, psychological, and promotional—we might say that the statistical part of it already has been done, in the Roper survey and in other studies. It would be merely a matter of summarizing these data.

The second, and highly important phase, is the point at which specialized assistance would be required—for a searching analysis of personal motivations that lead, or *may* lead,

to the purchase of shoes. We know that many different motives—not all of them obvious—lie behind the thousands of shoe purchases that are made in this country every day. If they are catalogued and analyzed, it undoubtedly will be found that some of them—more than others—lead in the direction of greater shoe sales per person. It is to human motives other than sheer need that the industry must appeal for increased sales, and this is especially true if shoes continue the present trend toward longer life per pair.

For example, we know that some (but not all) men appreciate the importance of being well shod in suggesting the station in life to which they belong or to which they aspire. Some men (but not all) realize that other men look instinctively at a stranger's shoes for a quick classification of his status and personal characteristics. This is a buying motivation that our industry has not used with anything like its maximum effectiveness. It is perhaps not something that can be stated bluntly with any degree of success. It needs to be stated indirectly—by suggestion or illustration.

Most Important Phase

The manner of presentation (how the appeal is to be made) brings us to the third phase of the job—which is the development and statement of the specific methods that can and should be used to link human motivations with the purchase of shoes. That phase would be most important of all (and it would require practical merchandising and selling knowledge) but its success would depend upon how well the second part of the job had been done.

In every part of this, it would seem essential to have a working committee of the keenest minds that can be drawn from the industry—to guide the effort firmly in the direction of the desired end-result, and to review it critically first before a wheel turns, and then step by step.

All of this, as I have said, is very tentative—merely a suggestion for your possible consideration. But here is a specific recommendation for you who manufacture men's shoes. For you, I do have a definite proposal for action this year. You already have heard it! "Summer shoes for a summer suit" . . . "Any summer suit looks better with summer shoes" . . . Let's get that across to 55,000,000 men—this year—for more pairs in 1952 and 1953.

—END—

RAWSTOCK REPORT

(Concluded from Page 10)

channels than was the case last year when the kill was abnormally low. We are estimating a 1952 calf and kip slaughter of 10,575,000 head. This is about one million more than in 1951 but also about one million less than in 1950. I reserve the right, here too, to change my mind if some part of the 1952 increase over 1951 doesn't show up in the spring slaughter results.

The only other domestic supply which is of interest to us is that of sheep and lamb skins. As you all know the sheep and lamb population started a precipitate decline back in 1942 and dropped steadily each year until 1950. As of January 1, 1951 the sheep and lamb population showed a small gain and then another gain was reported for January 1, 1952. The latest figure is 31,700,000 head. The 1942 peak was 56.2 million and the low point from which we have now emerged was 29.3 million. A large part of the latest increase was in the number on feed. This should mean an increased slaughter early this year and it is already showing up in the slaughter figures.

There is some possibility that the overall sheep and lamb slaughter this year will be higher than in 1951. The total increase being estimated, however, is only about 700,000 head, bringing the anticipated slaughter for the year to 11.5 million head. This would represent the first upturn in slaughter since 1943 when the kill was close to 25 million head.

That ends our look at the domestic slaughter prospects. As far as foreign supplies are concerned it can only be said that livestock numbers throughout most parts of the world are continuing to rise. The one exception to this, and it is an important exception, is Argentina. Two years of drought have reduced livestock numbers to reported low levels with a consequent curtailment in slaughter. Political considerations are also important in the slowdown of cattle movements to market. The latest available information showed 1951 cattle slaughter in Argentina down 19.5 percent from 1950 and sheep slaughter down 26.5 percent. If the information coming to us is reasonably accurate there is little expectation of any important change in this situation for 1952.

There is one other aspect of this hide and skin supply picture that should be mentioned, that is, raw stock inventories in the U. S. There are no data on stocks outside tanners' hands but on the face of it, it is reasonably certain that these inventories are larger than they were a year ago. The new supply that moved into sight last year was greater than can be accounted for by tanners' input. These inventories, whatever their size, are part of the available 1952 supply. With increases expected in the domestic slaughter rate and an increased backlog of raw stock the hide and skin supply picture for 1952 is certainly better than it was for 1951.

Imports and Exports

Two new conditions are being added to the market this year, however, that weren't present last year. Just how important this will turn out to be is not clear at this time. One of these is the expansion in permissible exports of hides and calfskins and the other the Hide Exchange. With respect to the first of these permissible exports to countries other than Canada have been increased from the old quota of 60,000 hides and 100,000 calfskins to 250,000 hides and 200,000 calfskins a quarter. Exports to Canada remain on an uncontrolled basis. These are sharply increased in allowable exports. It is doubtful in my mind, however, whether they will be used to their full extent even at current price levels. It takes dollars or gold to buy our hides. Furthermore there are no signs of any great hunger for hides abroad, and finally any increased buying here would be a weakening influence on the markets formerly supplying these needs.

The other factor, that of the Hide Exchange, is still more difficult to appraise. If it does begin to operate at a moderate rate some hides will obviously be removed from the market. This could be a firming influence. It should be noted, however, that the most hides the Exchange ever carried in its warehouses was less than 1½ million, and that figure is probably not too far different from what we believe was the excess of supply over demand in 1951.

I would like to add just one final thought. The bearing these supply figures have on your supply problem is somewhat indirect, your supply

problem more directly being leather not hides and skins. I've said something like this before but I feel it should be stressed again. The tanner, almost regardless of the bountifulness of the hide and skin supply isn't going to make more leather than is required by the demand. By the same token shoe manufacturers wouldn't dream of making 600 million pairs of shoes in 1952 even if all the materials were available for such a volume. Your production is determined mainly by the demands placed on you or what you think those demands will be.

Can you imagine the sole leather industry doubling its production of sole leather merely because there are as many hides in the supply now as there were when sole leather production was twice the current level? The production of your supply — leather — will be determined to a very large degree by your demand for leather. The hide and skin supply outlook I have described is important only in this — it should assure you that tanners should have no great trouble getting sufficient raw stocks to make sufficient leather to meet the currently foreseeable demand by your industry.

—END—



Use L&S WANT ADS

for quick turnover of odd lots of leather and materials

They get results—

only \$2.50 per inch

Send copy to Leather and Shoes,
300 W. Adams St., Chicago 6, Ill.

CLASSIFIED ADVERTISING

Wanted and For Sale

Machinery for Sale

TWO Sheridan S-E embossing machines—almost new. Perfect condition with motor, safety guards, and fast heating steam chests. Write to:

Address C-7,
c/o Leather and Shoes,
300 W. Adams St.,
Chicago 6, Ill.

Tannery for Sale

FULLY EQUIPPED small tannery for sale. Reasonable price for quick action. Owner retiring.

Address C-8,
c/o Leather and Shoes,
20 Vesey St.,
New York 7, N. Y.

Machinery Wanted

WANTED: Second-hand Shoe Machinery and Tanning Machinery of every description, in or near Chicago and St. Louis, exclusively.

Address C-9,
c/o Leather and Shoes,
300 W. Adams St.,
Chicago 6, Ill.

Canadian Representative Available

A SHOE MACHINERY SALESMAN in Quebec Province is seeking additional lines for shoe manufacturers. Is well acquainted in this field and, being a former shoe factory superintendent, is qualified to offer properly any merchandise from styles to packing room. Address C-3, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

For Sale

PLANET SOLE ROUNDING MACHINE
U.S.M.C. Model D
Good Condition
Make offer
CALIFORNIA LEATHER JOBBING
CORPORATION
963 Harrison Street, San Francisco 7, Cal.

Chamois Leather

INQUIRIES are invited for our Standard Quality Fullskin Finished Chamois Leathers. Packed in cellophane bags. Cheap prices. Prompt delivery.

MONA CHAMOIS COMPANY,
62a Athol Street,
DOUGLAS, I.O.M., ENGLAND

George H. Scherer Consultant Tanner

Sole & Upper — Chrome & Vegetable
1300 Regester Ave.,
Baltimore 12, Md.

Rates

Space in this department for display advertisements is \$5.00 per inch for each insertion except in the "Situations Wanted" column, where space costs \$2.00 per inch for each insertion.

Undisplayed advertisements cost \$2.50 per inch for each insertion under "Help Wanted" and "Special Notices" and \$1.00 per inch for each insertion under "Situations Wanted."

Minimum space accepted: 1 inch. Copy must be in our hands not later than Tuesday morning for publication in the issue of the following Saturday. Advertisements with box numbers are strictly confidential and no information concerning them will be disclosed by the publisher.

THE RUMPF PUBLISHING CO.
300 W. Adams St. Chicago 6

Situations Wanted

Leather Expert

SEEKING POSITION as supervisor of old, reputable firm. Highly experienced in vegetable tanning, cow hides, bag, case and strap leather. Also specializing in alligator, lizards, and snakes, plus any other form of fancy leather. Best of references. Address B-13, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

Cutting Foreman

CUTTING FOREMAN desires position with reliable firm. Will go anywhere. 37 years old. 14 years experience cutting by hand and die. Now employed as foreman. Wishes change. Is familiar with all styles of shoes and types and grades of leather. Is quick and aggressive. expert on cutting figures. Can teach new help. Best of references. Will come for appointment. Address C-4, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

Purchasing Agent

for shoe factory. Ten years experience in top-notch shoe factories as purchasing agent and expeditor. Has thorough knowledge of all phases of shoe business. Age 42. Will consider offer anywhere in New England. Best references. Address X-5, Leather and Shoes, 10 High St., Boston 10, Mass.

Help Wanted

Finisher

Experienced in all types of leather, to work on samples in laboratory. Should be able to demonstrate in the tannery. Excellent opportunity for the right man.

Address X-3,
c/o LEATHER AND SHOES
20 Vesey St., New York 7, N. Y.

Light Leather Technologist

(Leather Chemist) with wide experience as plant manager in charge of production with leading tanneries offers

CONSULTATION

on production problems. Will also consider permanent

MANAGERIAL POSITION

First class references. Address C-6, c/o Leather and Shoes, 20 Vesey St., New York 7, N. Y.



THEY
GET
RESULTS!

Use.....

LEATHER & SHOES
WANT ADS!

...for quick turnover of odd lots of leather and materials.
...for sale of machinery, equipment, plants, etc.
...for new positions, expert help, selling agents, representatives.

LEATHER & SHOES

The International Shoe and Leather Weekly
300 W. Adams St., Chicago 6, Ill.



WINDRAM

Quality

COMBINING — ELASTICIZING
PLASTICS
BACKING CLOTH

WINDRAM
MANUFACTURING COMPANY
Established 1867

3 Dorchester St., So. Boston, Mass.

Inquiries invited for

INDIAN VEGETABLE TANNED KIPS AND CHROME TANNED
KIPS IN CRUST CONDITION.

EASTERN TANNERIES LTD.

MAJID AHMAD ROAD

KANPUR, INDIA

Coming Events

April 27-30, 1952—Annual Shoe Showing. Sponsored by St. Louis Shoe Manufacturers' Association.

May 5-7, 1952—Annual Spring Convention of Tanners' Council. Castle Harbour Hotel, Tuckerstown, Bermuda.

May 11-13, 1952—Fourth Factory Management Conference. Sponsored by National Shoe Manufacturers Association. Netherlands-Plaza Hotel, Cincinnati, O.

May 11-15, 1952 — Popular Price Shoe Show of America. Showing of shoes for Fall 1952, sponsored by National Association of Shoe Chain Stores and New England Shoe and Leather Association. Hotels New Yorker and McAlpin, New York City.

May 19-20, 1952—Eighth Annual Meeting of National Hide Association. Hotel Cleveland, Cleveland, O.

June 14, 1952—Annual Convention of American Leather Chemists Association. Ocean House, Swampscott, Mass.

June 22-25, 1952 — Mid-Atlantic Mid-Season Shoe Show. Penn-Sheraton Hotel, Philadelphia, Pa.

Sept. 2-5, 1952—Allied Shoe Products and Style Exhibit. Hotel Belmont-Plaza, New York.

Sept. 4-5, 1952—Showing of American Leathers for Spring and Summer, 1953. Sponsored by Tanners' Council of America, Inc. Waldorf-Astoria Hotel, New York City.

Oct. 23-24, 1952—Annual Fall Meeting. Tanners' Council of America, Inc. Edgewater Beach Hotel, Chicago, Ill.

Oct. 27-30, 1952 — National Shoe Fair, sponsored by National Shoe Manufacturers Association and National Shoe Retailers Association. Palmer House and other hotels in Chicago.

Deaths

Major John N. Coombes

... 38, shoe machinery executive, died recently at Murphy General Hospital, Waltham, while on military leave of absence from United Shoe Machinery Corp., Boston. A resident of Roslindale, Mass., Major Coombes had served in Europe with the 795th Army Anti-Aircraft Battalion and had been recalled to active duty at the New York Quartermaster Purchasing Office in April 1951. He first joined United at its Boston office in 1938 and served in various capacities. He was active in organizational affairs. Surviving are his wife, Georgia L.; two daughters, Doris Jane and Georgia Ann; his parents, Mr. and Mrs. Warren E. Coombes; a sister, Helen M. Coombes; and a brother, William.

A. L. White

... 55, shoe executive, died recently at St. Luke's Hospital, St. Louis, after a brief illness. He was manager of the juvenile style department of International Shoe Co. He joined International in 1926 in the juvenile merchandising department of Roberts, Johnson & Rand sales division. In 1948, he became manager of the juvenile style department upon the retirement of Melville R. Cronshaw.

(Other Deaths on Page 20)

Index To Advertisers

Amalgamated Leather Cos., The	42
American Extract Co.	38
Arkansas Co., Inc.	32
Barbour Welting Co.	26
Beckwith Mfg. Co.	7
Blackhawk Tanners	28
Boston Machine Works Co.	18
Campbell, D. R., Mch. Co.	25
Campello Shank Co.	19
Crompton-Richmond Co., Inc.	17
Davidson Rubber Co.	32
DuPont, E. I., de Nemours & Co., Inc., Dyestuffs Division	11
DuPont, E. I., de Nemours & Co., Inc., Grasselli Chem. Div.	Insert between Pages 20 and 25
Eastern Tanneries, Ltd.	41
Eberle Tanning Co.	25
Gallun, A. F., & Sons Corp.	2
Gebhardt, A. L., Co.	28
Geigy Co., Inc.	Front Cover
Golden Leatherboard Co.	3
Hebb Leather Co.	36
Huch Leather Co.	26
Hunt-Rankin Lea, Co.	5
Huyck, F. C., & Sons	31
Irving Tanning Co., Inc.	29
Jenkins, Geo. O., Co.	20
Jenkins, M. W., & Sons	43
Korn Leather Co.	29
Lincoln, L. H., & Sons, Inc.	30
Lynn Innersole Co.	42 and Back Cover
Manasse-Block Tanning Co.	35
Ohio Lea, Co., The	28
Rees', Hans, Sons	29
Ross, A. H., & Sons Co.	28
Seton Leather Co.	29
Split Sales, Inc.	36
State St. Trust Co.	35
Trask, Arthur C., Co.	37
United Shoe Machinery Corp.	12, 33 and 34
United Stay Co., Inc.	27
West Disinfecting Co.	9
Windram Mfg. Co.	41
Winslow Bros. & Smith Co.	27

Here are
3
SHOE PRODUCTS
THAT SAVE PENNIES

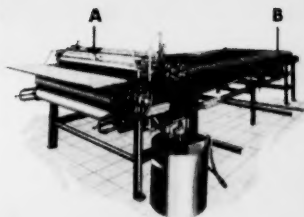
INNERSOLES
PLATFORMS
WEDGIES

LYNN INNERSOLE CO., ALLSTON, MASS.

CHARMOOZ
THE PERFECT SUEDE LEATHER
BLACK AND COLORS
AMALGAMATED LEATHER CO'S. INC.
WILMINGTON 99, DELAWARE

JENKINS METLÖKOR® BRUSHES

*prove they can take it**



BAKER-LAYTON LEATHER
FINISHING MACHINE

* Mr. H. W. Pierson, Secretary, Baker-Layton Machine Co., Wilmington, Delaware, says:
"We have used Jenkins' brushes in our finishing machine for many years and have found them to be most satisfactory."

"The finish brushes for applying finish and the wash brush for washing the bolster have both proved they 'can take it'. The bristles stay in until worn out."

"The construction of these brushes is such that there are no voids or pockets in the cores to hold color and cause trouble on the next lot."

In the leather industry, Jenkins' METLÖKOR Brushes have proven their worth far and above any other type in terms of quality, service and dependability, and have become the first choice of tanners and builders of quality machinery.

Jenkins' METLÖKOR Brushes do not shed, sag, split or get out of alignment. They are made to fit all standard and special tannery machinery.

Write today for the new catalog No. 20 of Jenkins' METLÖKOR Brushes for tanners.

JENKINS' METLÖKOR BRUSHES FOR TANNERS

LIGHT DUSTING-OFF • BRISTLE DUSTING-OFF • NYLON DUSTING-OFF • FIBRE DUSTING-OFF • OILING OFF • SEASONING • BOLSTER WASHING • FEED • STRIPPING • CONVEYOR BRUSH • PLATE WASHER • SHAVING MACHINE BRUSH • RUBBER-COVERED ROLLS • LIFEWOOD PENETRATING.

LIFEWOOD®—chemically treated for a toxic effect on fungi; to seal wood pores; repel water; resist warping, cracking, shedding.
LIFEWOOD — for wood core brushes.



A JENKINS' METLÖKOR FEED OR
FINISH BRUSH — STANDARD
EQUIPMENT ON BAKER-LAYTON
LEATHER FINISHING MACHINE



B JENKINS' METLÖKOR BOLSTER
WASHER BRUSH — STANDARD
EQUIPMENT ON BAKER-LAYTON
LEATHER FINISHING MACHINE

1877 • DIAMOND JUBILEE • 1952

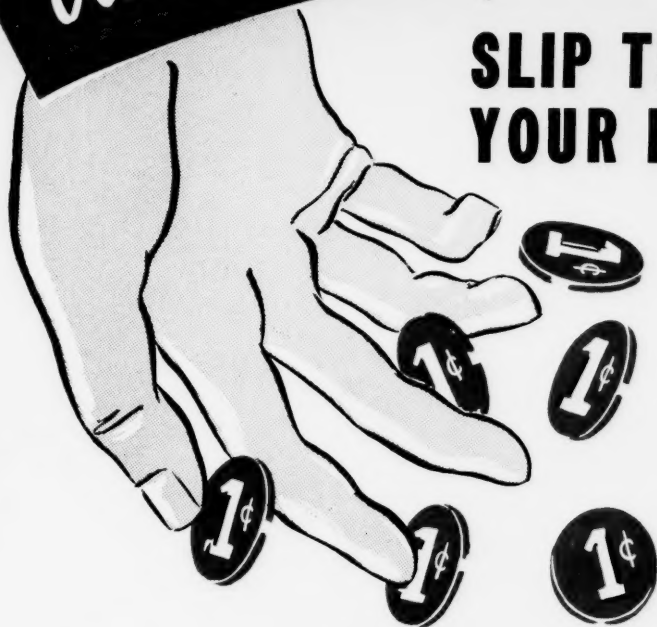
M. W. JENKINS' SONS, INC.

Three-Quarters' Century of Pioneering Brushes for Industry
Cedar Grove, Essex County, New Jersey

TELEPHONE Verona 8-5327

don't let pennies

**SLIP THROUGH
YOUR FINGERS**

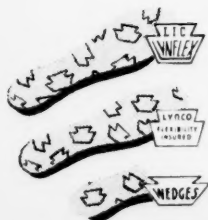


Investigate



Call ALgonquin 4-3520.

Find out how Lynn shoe products can save money for you.



LYNN INNERSOLE CO.
119 BRAINTREE ST., ALLSTON, MASS.

REPRESENTATIVES: Los Angeles—Leo Laskey; St. Louis—Eli "Pete" Schwartz; New York—Arthur V. Epstein; Pennsylvania—Thos. Carfagno; New England—Elmer Claff, Frank Deastlov, Hy Feldman, Lou Ravich, Phil Sneider. Milwaukee and Chicago—Phil J. Ott, Jim Ott.